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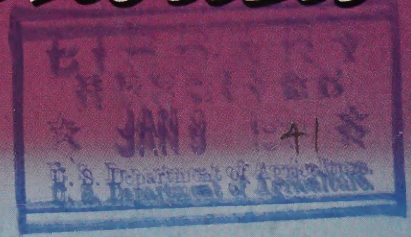
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# "Flower Seeds for Florists"

62,23



*Fair Lady*

This blush or silvery flesh pink is a choice new color in Dwarf Bedding Petunias and a well named Silver Medal Winner. (See page 2)

*Geo. J. Ball*  
I N C.  
WEST CHICAGO  
ILLINOIS



# Those *PLANT BANDS*

## Become More Popular Each Season!



A trial will convince you that they are practical, inexpensive, and the logical item for use with your Spring plant work.

A GOOD example of the advantages of plant bands is shown in the illustration at left where Petunia plants are shown growing in our bands alongside the old style clay pot. The difference in growth is clearly evident, to say nothing of the additional value of plants grown this way as they will sell much easier and bring a better price. No transplanting check when plants are set out. We suggest that you order early to allow for freight delivery which on most shipments is much more economical, although a little slower.

### SIZES, PRICES, AND SHIPPING WEIGHTS

Prices given are F.O.B. our Warehouse West Chicago

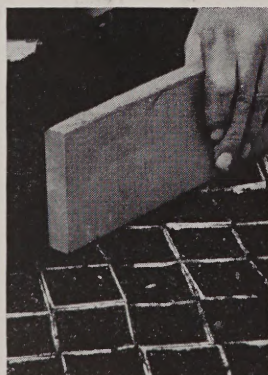
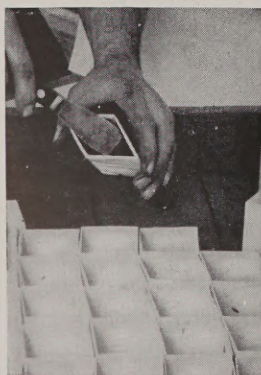
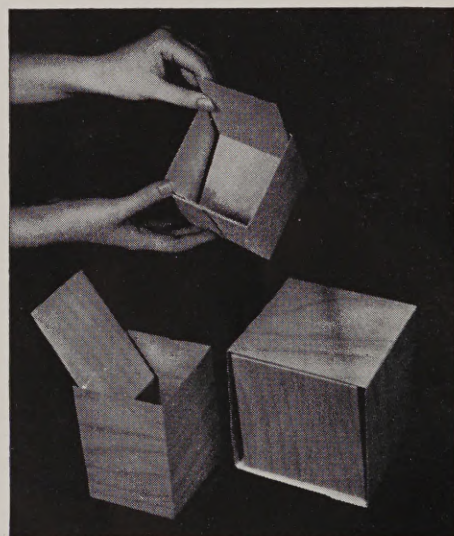
	Wt. per 1000		Wt. per 1000
1 3/4 x 1 3/4 x 2 1/2		3x3x6	
500.....\$1.30		500.....\$2.35	
1000.....2.40	19 lbs.	1000.....4.60	66 lbs.
2x2x3		4x4x6	
500.....\$1.40		500.....\$3.05	
1000.....2.60	24 lbs.	1000.....6.05	82 lbs.
2 1/2 x 2 1/2 x 3		6x6x6	
500.....\$1.45		500.....\$5.45	
1000.....2.75	33 lbs.	1000.....10.80	98 lbs.
3x3x3			
500.....\$1.50			
1000.....2.85	38 lbs.		
3x3x4			
500.....\$1.65			
1000.....3.10	44 lbs.		
4x4x3			
500.....\$1.65			
1000.....3.10	45 lbs.		
4x4x4			
500.....\$1.85			
1000.....3.55	63 lbs.		

#### With Bottoms

4x4x4	
500.....\$3.05	
1000.....6.05	72 lbs.
4x4x6	
500.....\$4.15	
1000.....8.20	112 lbs.
6x6x6	
500.....\$8.10	
1000.....16.10	180 lbs.

Quantity discount of 5% is allowed on orders of 25,000 made up of various sizes. If interested in larger quantities write us.

We are having frequent calls for sizes that are not on our list, especially from nurserymen who want the larger sizes with bottoms. As noted in price list, we handle these up to 6x6x6 but are glad to furnish other sizes this way if quantity justifies. Be sure to write us promptly if interested in these as it requires extra time to make them up.



Our manufacturers find that due to increased cost of labor and material, a slight advance in prices will be necessary probably in early summer. Above prices are subject to change without notice. If you haven't received one, be sure to write for circular describing various uses of these bands and we will also be glad to send you samples.

We are exclusive selling agents for these Bands east of Rocky Mountains, and stock them at West Chicago from where shipments are made. All Canadian orders are handled exclusively for us by Dale Estate, Brampton, Ontario, to whom orders should be sent.

← See how easily and quickly plant bands are opened and filled with soil!



# A 50th Anniversary

IN APRIL of 1891 I got a job in the little flue heated greenhouses of J. L. Galloway near Cincinnati, Ohio. Comparatively speaking, wages were low and working hours long at that time, but we were content. Except for a few years in the Spanish American war, the florist business has since been life and interest to me, and it's going to continue to be for some time. Thru good times and bad, our business has steadily increased in interest and value, thru all these years. For the future this should be heartening, particularly for those able to keep in step with these ever-changing times. The immediate future should particularly concern us. The totalitarian threat, together with our ever mounting public debt will call for adjustments that we must face and be able to make. But thru it all the fundamentally sound principles of our democracy will outlive politicians and experimenters.

*Gro. J. Ball.*

NOTE: Because of the uncertainty of some European crops that we depend on, we find it difficult to list some items, notably Salvia, Admiral Petunia and a few Grandiflora petunias; also, a few hardy perennials. Be assured that we are doing all that can be done to maintain our entire list. Also—you will be informed of any developments in this situation thru our trade paper advertisements.

## Catalog No. 40 January 1941

NOTE—Cash Discount! When cash is enclosed, a discount of 5% is allowed on all orders from \$1.00 to \$25.00. On \$25.00 and over, 8% is allowed. Prices quoted on Cyclamen seed and Plant Bands however are net, no cash discount.

Cash should accompany all orders unless credit has been established.

Important. Make all checks or money orders payable to GEO. J. BALL, INC., WEST CHICAGO, ILLINOIS.

Note. Our seed sold only in our printed packets or containers. Order from us only or thru our regular agents.

All prices in this catalog subject to change without notice.

All seed orders are sent prepaid to U. S. and Canada at catalog prices.

**OUR COLOR COVER!** Topaz Queen petunia is a Kodachrome reproduction taken in the seed fields. Strong outdoor sun is necessary to develop that orange red shading. Fair Lady under greenhouse conditions will not be quite so deep as shown. We think Donnelley's did a very good job of this cover.



Air Mail Delivery will be made on request if 8c per oz. is allowed for postage, which includes shipping envelopes.

Our Address is WEST CHICAGO, ILLINOIS, on Highways U. S. 330 or Illinois 64—and on Chicago and Northwestern Ry. You are always welcome here.

Half trade packets supplied only where so listed.

Our business is with Florists only. We do not sell at retail.

Shortages—All items in this catalog are offered subject to crop failures or shortages.

We use every precaution to supply seeds of highest quality only and promptly refund price paid for same if unsatisfactory with reasonable care.

All seeds sold under Seedsman's disclaimer, as follows:

**Disclaimer.** We, Geo. J. Ball, Inc., give no warranty expressed or implied, as to description, quality, productiveness or any other matter of any seeds we sell, and we will not be in any way responsible for the crop. If the purchaser does not accept the seeds on these terms, they are at once to be returned and the money paid for same will be refunded promptly.

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In ordering by airmail note above the added postage cost.



# Varieties of

We have used particular care in selecting the special items under this heading, and we know it will pay you to go over it in the same way. While not all these varieties may fit your needs or conditions, we repeat it will pay you to go over the list with care.

## **Ageratum "Midget Blue"**

This new variety and Blue Ball are the most uniform in habit of all varieties from seed. Midget Blue is the most dwarf 3-4 inch also smaller flowered than Blue Ball and of nicely rounded habit.

Tr. Pkt. 35c;  $\frac{1}{4}$  oz., \$1.35; 1 oz. \$4.75.

## **Alyssum "Violet Queen"**

The fairly deep violet color of this new one is well retained thruout the heat of summer, height 5-6 inches. This should entirely replace Lilac Queen that loses most of its color during mid-summer.

Tr. Pkt. 35c;  $\frac{1}{4}$  oz. 75c; 1 oz. \$2.60.

## **Aster Queen of the Market Deep Rose**

Under California conditions and in our trials of the past season this new strain is quite highly resistant to rot. The color is fairly deep and it is of typical Queen of the Market habit.

Tr. Pkt. 30c;  $\frac{1}{4}$  oz. 50c; 1 oz. \$1.75.

## **Candytuft Hyacinth Flowered**

Our strain of this is especially selected for our florist trade. While we find it impossible to get it uniformly 4-6 spikes to a plant, a high proportion are of that type. A January sowing spaced 6 x 6, grown cool will flower in May.

Tr. Pkt. 20c;  $\frac{1}{2}$  oz. 40c; 1 oz. 75c; 4 oz. \$2.35; 1 lb. \$7.50.

## **Celosia Fiery Feather**

No retail grower should miss this and the variety Golden Feather that is identical except in color which is dark golden yellow. The habit is highly uniform as shown in cut. Highly attractive for edging and the plants in full flower can be lifted before frost and potted without losing their attractiveness. Also Fiery Feather is valuable to grow and flower in 3 inch pots for combinations.

Tr. Pkt. 25c;  $\frac{1}{8}$  oz. 60c;  $\frac{1}{2}$  oz. \$2.00.

## **Cynoglossum Firmament**

One of our most outstanding novelties of recent years.



*A well grown pot specimen for spring sales of Dwarf Celosia*

Earlier flowering and more dwarf (15-20 in.) than the well known Blue Bird. A valuable and very satisfactory plant to sell from small pots for bedding.

Tr. Pkt. 25c;  $\frac{1}{4}$  oz. 50c; 1 oz. \$1.75.

## **Delphinium Giant Pacific Hybrids**

The finest strain of Hybrids available, with the additional value of being earlier flowering than any other strain we have tried. The Giant Pacific Hybrids have received wide publicity and will be called for in the form of young plants by home gardeners. Also,—this class, because of its wonderful range of colors, has value for cutting. The complete list will be found in the perennial pages.

## **Gypsophila Multiflora Strain of Paris Market**

While markets are occasionally oversupplied with annual "Gyp," a great deal of it is used. The general preference is for the smaller type of flower such as you will get in this Multiflora Strain.

1 oz. 20c; 4 oz. 50c; 1 lb. \$1.60; 5 lbs. \$6.00.

## **Larkspur Rosalind**

This light salmon shaded rose we find produces extra strong long stemmed growth, and the color is a good strong one for cutting. One of the best.

Tr. Pkt. 30c;  $\frac{1}{4}$  oz. 60c; 1 oz. \$2.00.

## **Myosotis Ball's Early**

Sent out by us a few years ago, this variety fills a want for an early flowering strain for either cutting or use as a pot plant, for combinations or for bedding. A January sowing will flower nicely by Easter.

Tr. Pkt. 35c;  $\frac{1}{4}$  oz. 85c; 1 oz. \$2.85.

## **Ball Matricaria**

Most valuable for outdoor summer cutting, because of its extra long stemmed growth. Around 75-80% full double from seed that should be sown in February for July flowering. Seed is sparingly produced. We have a limited supply from our most dependable English grower.

$\frac{1}{2}$  Tr. Pkt. 30c; Tr. Pkt. 50c;  $\frac{1}{8}$  oz. \$1.00;  $\frac{1}{4}$  oz. \$1.75.

## **Pyrethrum Robinson's Hybrids**

The extra large flowers and long stems of this English strain make it a valuable perennial for cutting.

Tr. Pkt. 35c;  $\frac{1}{4}$  oz. 90c; 1 oz. \$3.50.

*Novelties or new varieties are the life of any business.*



# Special Value

## Marigold Spry

An extra dwarf French making a height of about 10 inches with 12-15 inch spread. Clear yellow center with mahogany red guard petals. Silver medal winner in the All America trials.

Originator's Packets only 50c.

## Pansy Roggli Giant—Originator's Seed

Comparative trials clearly show the superiority of the Swiss originator's strain. Beautifully marked colors and excellent size.

Tr. Pkt. \$1.00;  $\frac{1}{8}$  oz. \$2.25;  $\frac{1}{4}$  oz. \$4.50;  $\frac{1}{2}$  oz. \$6.25; 1 oz. \$12.50.

## Spring Flowering Sweet Peas

For flowering during the Spring months, to follow the early or Winter varieties, this new intermediate class will be found longer stemmed and because of their stronger growth will flower longer—well into June with us. They will not flower during the Winter months. Should be started any time from November to February. For list turn to Sweet Pea pages.

## Petunia "Ball Dwarf Giant No. 1"

This well known strain of dwarf Giants is as nearly perfect as it is possible to make it. It will produce 80-85% true dwarf Giants in a mixture of medium deep colors. Well grown plants in 3-4 inch pots will produce 5 inch flowers and such plants are quickly sold. If roots are permitted to work thru drainage in pot they will promptly draw up. Should be sown early in January.

$\frac{1}{2}$  Tr. Pkt. 75c; Tr. Pkt. \$1.25;  $\frac{1}{64}$  oz. \$2.25;  $\frac{1}{32}$  oz. \$4.00;  $\frac{1}{16}$  oz. \$7.00.

## Petunias All Double Blue Brocade

Beautiful shade of violet blue, without rogue colors, but with the usual number of semi-doubles. Of medium size and distinctly compact growth. Under our conditions it is inclined to be some later flowering than other All Doubles and for this reason should be started earlier and not pinched. Was awarded the highest number of points and a silver medal in All America trials.

$\frac{1}{2}$  Tr. Pkt. \$1.25; Tr. Pkt. \$2.00;  $\frac{1}{64}$  oz. \$8.00;  $\frac{1}{32}$  oz. \$15.00.

## Petunia "Fair Lady"

(First Lady) An attractive light silvery rose or flesh

color as will be noted on front cover. A distinctly original color in the dwarf compact Hybrida class. Where a light effect is wanted for bedding, Fair Lady should be used and will be found well named. Silver medal winner in the All America trials.

Tr. Pkt. 50c;  $\frac{1}{32}$  oz. \$2.00;  $\frac{1}{16}$  oz. \$3.50;  $\frac{1}{8}$  oz. \$6.00.

## Petunia Topaz Queen

Another striking and original color in bedding petunias. The plate on our back cover is an exact Kodachrome reproduction taken in our seed fields. The shade of color, brilliant scarlet rose is a dazzling one. Topaz Queen is a semi-dwarf Hybrida, of exceptionally strong growth. This growth together with its strong color will give it outstanding

value for bedding where summers are trying. We find it a week to 10 days later than the dwarf Hybridas in getting into flower.

Tr. Pkt. 50c;  $\frac{1}{8}$  oz. \$1.50;  $\frac{1}{4}$  oz. \$2.75; 1 oz. \$10.00.

## Petunia Celestial Rose Improved

Distinctly more uniform in habit and a shade darker than the original stock from which it was selected. Considering the number of seeds in an ounce, the added cost of this strain per 1000 plants is small indeed. Tr. Pkt. 40c;  $\frac{1}{8}$  oz. \$1.50;  $\frac{1}{4}$  oz. \$2.50; 1 oz. \$8.00.



Seed of all sown the same day, shows the value of Ball's Early for cutting or pot plants.

## Snapdragons

For outdoor flowering we prefer the early or forcing class because of better and truer color. By sowing in February, growing to 3 or 4 inch pots and planting out, we flower them in June. Where rust must be considered, we recommend the original or later flowering class in which there are some good rust proof varieties. For complete list of both classes turn to Snapdragon pages.

## Stock Non Branching "Ball Apricot" No. 20

Identical to Bismarck Chamois in color, a clear buff or chamois. An original color in the non branching class. Around 60% double and of excellent column habit. Tho we have been some years perfecting this color, it is offered at the standard price of  $\frac{1}{2}$  Tr. Pkt., 60c; Tr. Pkt. \$1.00;  $\frac{1}{4}$  oz., \$2.50; 1 oz., \$9.00.

## The Howard and Smith Crested Zinnia

This is a giant type with a crested or anemone center. We haven't had it on trial for our conditions, but we are assured that a large percentage will come true to its attractive type. We recommend a trial of it. Tr. Pkt. 35c;  $\frac{1}{4}$  oz. \$1.00; 1 oz. \$3.40.

*Our garden and greenhouse plants come from varying parts of the world: treat them accordingly.*



# PETUNIAS

**NOTE: Improved varieties and strains are steadily increasing the demand for well grown Petunias.**

Average variety 200,000 seeds per oz.

**In the following 5 pages we have tried to accurately describe the best Petunias available.**

While we are going to miss a few European varieties this season, we are glad to say that our own California growers are rapidly getting to the top with the production of this valuable specialty. Thru personal seed field inspections and thru our extensive trial grounds, we are familiar with all varieties on our list. Due to varying conditions and demands, the list is rather long. To act as a guide, such varieties as are most widely accepted as "the best", or that we know to be of most value are marked with an \*. Note that there are a number of distinct classes and that each is of distinct value for some particular purpose. We have tried to clearly describe each class.

While 3 and 4 inch pot plants of the all doubles, Giants and Grandifloras will ever be popular for Spring selling, the use of the smaller flowered Hybrids for growing and selling from flats is becoming an extensive business with an increasing number of growers. When started early enuf and grown cool, nice plants are economically grown and sold with this plan. But if poorly grown, this plan hurts the petunia business. Also much good petunia seed



*The All-Doubles, in addition to drawing attention because of their attractive highly fringed doubleness, are excellent bedding varieties in their own right. Free flowering, brilliant colors, compact yet strong, hardy growth, are all important bedding plant requisites.*

fails to germinate because it is over covered, kept too wet or too dry. Also 70-75 degrees will germinate it with more certainty than will 50 or 60 degrees. The new edition of our Ball Red Book that should be off the press with this catalog devotes considerable space to this crop. It might interest you.

## The All-Doubles

According to our trial ground lines and plantings noted elsewhere, the high double percentage of these remarkable strains is being well maintained. While a November or December sowing grown cool will make fine 4 and 5 inch pot plants, a January sowing will make good 4 inch pot plants by Mother's Day. Also do not fail to plant some outdoors for Summer cutting. Lack of Dutch Bulbs will give increased interest this season to the All-Doubles.

**Blue Brocade (New).** A rich violet or Elk's Pride blue in the All Double class! As seen by us in Japan Blue Brocade was of usual excellent, free, All Double habit altho some trials of it in U. S. the past season were later in flowering than other All Doubles. We suggest an earlier sowing to offset this habit. Silver Medal Winner in the All American Trials and an outstanding new one. Price: ½ tr. pkt., \$1.25; tr. pkt., \$2.00 (The grouping plan offering 3 pkts. for \$5.00 cannot be allowed on this variety. ¼ oz., \$8.00; ½ oz., \$15.00.

**Apple Blossom (Daintiness).** Light rose-pink.

**\*Pink Perfection (World Beauty).** Fairly deep carmine-rose. Loveliness. Shade lighter than Pink Perfection.

**\*Snowball.** The finest fringed white.

**Orchid Beauty.** Orchid or light lilac.

**\*Gaiety.** Attractive rose-pink and white. Quite dwarf.

**Amaranth Red.** A strong outstanding red.

**White Glory.** Showy plain edge white; semi-double.

**\*Ball All-Double Mixture.** Formula Mixture of separate colors. Price on the All-Double varieties except Blue Brocade; ½ tr. pkt. (500 seeds) \$1.25; 1 tr. pkt. (1000 seeds) \$2.00; 3 tr. pkts., any above varieties (except Blue Brocade) \$5.00. Bulk Price on above varieties (Except Blue Brocade) ¼ oz. \$6.50; ½ oz. \$12.50; ¼ oz. \$22.50.

**Victorious Mixture.** Fringed All-Double Mixture. ½ tr. pkt. (500 seeds), \$1.00; tr. pkt. (1000 seeds), \$2.00; 3 tr. pkts., \$5.00; ¼ oz., \$6.00; ½ oz., \$11.00; ¼ oz., \$20.00.

## Other Double Strains

**\*Double Perfection (Benary).** In our trials of past seasons, we find this to be a duplexed, heavily fringed Giant type. 75% full double effect with a good mixture of colors. Best for specimen pot plant work. Tr. pkt., \$2.00.

**Double Rosy Morn** (Carnation flowered). Small bright rose; not over 40% double. Should be propagated thru cuttings from selected plants. This is entirely an European grown item and we can only hope that the new supply will get thru. Tr. pkt. (1000 seeds), \$1.00; ¼ oz., \$1.75; ½ oz., \$3.00.

*The All Dbls. are valuable for summer cutting as well as for pot plants. Don't overlook this.*



## PETUNIAS—Continued

### The California Giants

The largest flowered class—real Giants. The most valuable type and the only one that can be used for pots is known as the Dwarf Giants. Here in our greenhouse we have selected a strain of this that produces around 85% real dwarf giants. It is known as Ball Dwarf Giant No. 1. According to our trials this is the best available strain. In getting it dwarf, however, it has lost some vigor so does not flourish under average summer conditions.

**\*No. 1—Ball Dwarf Giants.** In our trial grounds, we annually line out a row of every Dwarf Giant strain offered. We have yet to find one that equals our No. 1 Mixture for uniform dwarfness and high percentage of giant flowers. Colors largely on dark side.

½ tr. pkt., 75c; tr. pkt., \$1.25; ¼ oz., \$2.25; ½ oz., \$4.00; ¾ oz., \$7.00.

**No. 2—Dwarf Giants—Ramona Strain.** While not quite so uniformly fine as our No. 1 stock, this will be found a very excellent strain of Dwarf Giants.

½ tr. pkt., 60c; tr. pkt., \$1.00; ¼ oz., \$1.75; ½ oz., \$2.75; ¾ oz., \$5.00.

**No. 6—Dwarf Giants—Eriksson Strain.** Originator's seed. Produced by a well-known Chicago pot plant grower.

Tr. pkt., \$1.25; ½ oz., \$4.00.

**No. 3—California Giants.** Medium Dwarf combines its fairly dwarf habit with a fairly strong growth. Tr. pkt., 75c; ¼ oz., \$1.50; ½ oz., \$2.50; ¾ oz., \$4.50.

**\*California Giants No. 5 Mixture.** Supreme Florists' Strain. A fine new tall Giant strain, outstanding for rich and unusual colors not usually found in this class; uniformly large flowered. Tr. pkt., \$1.00; ¼ oz., \$1.50; ½ oz., \$2.50; ¾ oz., \$4.50.

### Giants in Separate Colors

Of fairly dwarf habit with the same open throat and size found in the Giant Mixtures.

**\*Copper Red, Dark.** Extra attractive copper crimson. A striking color. Tr. pkt., 50c; ¼ oz., \$1.25; ½ oz., \$2.25.

**Copper Red, Light.** Rich old rose or light copper. Tr. pkt., 50c; ¼ oz., \$1.25; ½ oz., \$2.25.

**\*German Empress.** Bluish white with dark purple throat; richly contrasting colors. Tr. pkt., 50c; ¼ oz., \$1.25.

**\*Prince of Wuertemberg.** Rich deep rose with dark throat. Tr. pkt., 50c; ¼ oz., \$1.15; ½ oz., \$2.20.

**Princess of Wuertemberg.** Light rose pink with veined dark throat. A popular light color. Tr. pkt., 50c; ¼ oz., \$1.25; ½ oz., \$2.25.

**Rheingold.** Large clear white with yellow throat. Tr. pkt., 50c; ¼ oz., \$1.15; ½ oz., \$2.20.

**Robin Hood.** Dark or deep rose with darker throat and attractively ruffled edge. Tr. pkt., 75c; ¼ oz., \$1.50.

**\*Salmon Beauty (Marilyn).** Bright salmon pink. The most attractive color in this class and comes 100% true to color. Not quite so large as a true Giant and correspondingly freer flowering. Tr. pkt., 75c; ¼ oz., \$1.50; ½ oz., \$2.50.

**Silvery Rose.** Silvery rose pink shading lighter toward throat. A pleasing shade that comes quite true to color. Tr. pkt., 75c; ¼ oz., \$1.50; ½ oz., \$2.50.

### The Grandifloras

In many respects, a most attractive class. Medium size flowers freely produced with compact or dwarf, fairly strong growth are Grandiflora characteristics. A few varieties are comparatively weak in growth and such are noted. All are fringed or ruffled. Generally valuable for bedding and largely used as pot plants. The Grandifloras are divided into three classes; the Regular Fringed, the Dwarf Fringed, known as Dwarf Erfurts, and the Ruffled class. We are certain that our list of Grandifloras includes every worth while variety available.

*Why do some growers germinate a lot of petunia seed that another fails with?*



*Ball Dwarf Giants No. 1. Most uniformly large-flowered dwarf strain of this valuable pot plant class of Petunias.*

### Dwarf Erfurt Class—Fringed

A comparatively new type that is characterized by uniformly compact growth and beautifully fringed flowers. While not quite so strong in growth as the regular or some taller Grandifloras, the Dwarf Erfurts are ideal for bedding under fairly favorable growing conditions. All varieties make extra choice pot plants.

**\*Ball Silver Lilac (New).** An outstanding fringed Grandiflora with Dwarf Erfurt habit—practically 100% true dwarf. The color is a lilac blue about the general color of dwarf hybrida Heavenly Blue. Comes 65-70% true to color. The uniformly dwarf habit of Ball Silver Lilac makes it particularly attractive as a pot plant. Tr. pkt., 75c; ¼ oz., \$2.00; ½ oz., \$3.75.

**Ball Fringed Violet Blue.** A fine dwarf Erfurt of bright violet blue shade. We find this very even, heavily fringed and extra compact. Tr. pkt., 75c; ¼ oz., \$1.60; ½ oz., \$3.00.

**Setting Sun.** Beautiful clear rose. Type we find a dwarf very free blooming plant with flowers heavily fringed. Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$2.50.

**Colorado Sunset.** A shade lighter than Setting Sun, otherwise similar in growth and flower type. Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$2.50.

**\*Gaiety.** Irregularly marked rose pink and white. Very attractive coloring and of fairly strong growth that makes it an excellent variety for bedding. Tr. pkt., 50c; ¼ oz., \$1.25; ½ oz., \$2.00.

**Gottfried Michaelis.** Rich amaranth red. Distinct but rather heavy color. Tr. pkt., 50c; ¼ oz., \$1.30.

**Pepita.** Irregularly marked carmine and white. Dwarf and attractively fringed. Tr. pkt., 50c; ¼ oz., \$1.25.

**\*Lace Veil.** Richly fringed clear white and of excellent habit for pot plants. Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$2.50.

**Dwarf Erfurt Mixture.** Our own Mixture of all above varieties. Tr. pkt., 50c; ¼ oz., \$1.25; ½ oz., \$2.00.



## PETUNIAS—Continued

### Regular Fringed Grandifloras

Dwarf, or medium strong growth and free flowering habit makes this class of Grandifloras most popular for bedding except where conditions are very unfavorable. Largely used for pot plants and to an increasing extent by those who grow Petunias in flats.

**Apple Blossom.** Pleasing light shell pink. Attractive as a pot plant but we find both color and growth rather weak for outdoor conditions. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25.

**Aurora.** Attractive light rose with dark veins. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25.

**Coerulea.** Large light blue, heavily veined deep blue. Nicely fringed with fairly dwarf habit. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25.

**\*Columbia.** Attractive combination of irregularly marked rose pink and white. Distinctly strong upright growth, quite unlike any other variety in this respect. Growth gets up 14" to 16" and should be planted in sheltered location or supported to avoid being blown over. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.50.

**Dainty Lady.** Although sent out as a yellow, this is a dark cream. Attractive as a pot plant but doesn't hold up well under outdoor conditions. Quite true to color. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.75.

**\*Golden Jubilee.** The most attractive bright carmine rose with gold throat and heavily fringed form. Uniformly dwarf with few or no rogue colors. Particularly choice for pot plants. Tr. pkt., 75c;  $\frac{1}{64}$  oz., \$1.50.

**Maculata.** Quite large irregularly colored rose and white with attractive fringe. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25.

**Miranda.** Deep carmine scarlet with darker veined throat. Beautifully frilled with ideal dwarf habit. Choice for pot plants. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25.

**Pink Triumph.** One of the best standard clear rose pinks. Excellent color and valuable for bedding. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.25.

**Pride of Portland.** Another standard rose pink for bedding. A shade lighter than Pink Triumph and somewhat more dwarf. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.25.

**Rapture.** Pleasing rose pink shaded carmine toward center with gold throat. One of the finest Grandifloras. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.00.

**Romany Lass.** Richly fringed crimson rose. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25;  $\frac{1}{32}$  oz., \$2.00.

**\*Royal Purple (Marine).** Rich deep velvety purple. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.40;  $\frac{1}{32}$  oz., \$2.50.

**\*Theodosia.** Well known rose pink with gold throat. Beautifully fringed. Medium tall. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.00;  $\frac{1}{32}$  oz., \$1.75.

**White Beauty.** Finely fringed clear white with strong growth that makes it first class for bedding. Tr. pkt., 50c;  $\frac{1}{64}$  oz., 75c;  $\frac{1}{32}$  oz., \$1.25.

**Fluffy Ruffles.** Altho varies considerably from its extra heavily fringed type, this strain in other respects is an attractive fringed mixture, particularly because of its strong growth that gives it value for outdoor work. Medium dwarf and free flowering. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.25;  $\frac{1}{8}$  oz., \$3.75.

**Ball Single Fringed Mixture.** Strong very free blooming fringed mixture; fine for bedding because of its mass effect. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.00;  $\frac{1}{16}$  oz., \$1.75;  $\frac{1}{8}$  oz., \$2.75;  $\frac{1}{4}$  oz., \$5.00.

**Formula Mixture.** A high class mixture of such fine Grandifloras as Theodosia, Royal Purple, etc. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.25;  $\frac{1}{16}$  oz., \$2.25;  $\frac{1}{8}$  oz., \$4.00;  $\frac{1}{4}$  oz., \$7.50.

### Ruffled Grandifloras

This class is distinguished by greater size and somewhat stronger growth than either of the above fringed classes. Some of the most popular bedding and pot plant varieties will be found under this heading.

Pot plants such as *Lloydii* and *Semperflorens* Begonias, *Exacums*, *Petunias*, and *Gloxinias* sell all summer.



*Petunia Grandiflora Fringed Lace Veil. An extra dwarf free-flowering fringed pure white.*

**Balcony Queen.** Velvety purple with occasional white markings that represent a rich color combination. Tr. pkt., 50c;  $\frac{1}{64}$  oz., 90c;  $\frac{1}{32}$  oz., \$1.60.

**Brilliant Rose.** Richly effective strong, bright, fairly deep rose pink. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.00.

**Burgundy.** Heavy Burgundy or dark wine red with large contrasting white throat. Rather heavy, though attractive effect. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.25.

**\*White Queen (Ball).** Extra large ruffled clear white larger than most Grandifloras. For either bedding or pot plants White Queen is the preferred single white Petunia. Tr. pkt., 75c;  $\frac{1}{64}$  oz., \$1.75;  $\frac{1}{32}$  oz., \$3.00;  $\frac{1}{16}$  oz., \$5.00.

**\*Elk's Pride Dwarf (Ball).** About 20% more dwarf than original Elk's Pride, the difference in height being particularly marked in young plants. Same color, size and wavy flowers of the original Elk's Pride that we have dropped in favor of this newer selection. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.00;  $\frac{1}{32}$  oz., \$1.75.

**Dwarf Carmine Glory.** Rather dwarf habit with strong attractive carmine color. Around 20% small flowered, it's a choice pot plant. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.00;  $\frac{1}{32}$  oz., \$1.80.

**Dwarf Pink Glory.** Extra large flowered bright carmine rose. The true flower type is outstanding for color and form. One-fourth to one-third small or off types. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.65.

**Giant Steel Blue.** Light bluish white with dark veins. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.25.

**\*Queen of the Market.** Deep carmine scarlet. Quite outstanding for depth and effectiveness of color. Growth moderately strong. Makes an attractive pot plant. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.75;  $\frac{1}{32}$  oz., \$3.25.

**\*White Cloud.** An effective all purpose dwarf white with nicely ruffled flowers. Particularly well liked for pot work because of compact growth. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.00;  $\frac{1}{32}$  oz., \$1.75;  $\frac{1}{16}$  oz., \$3.00.

**Silver Seam (Purple Robe).** Extra large flowered purple with light or silver seam around edge of petals. Comes quite true to this character and dwarf growth. Quite attractive as a pot plant but lacks enuf vigor for bedding under unfavorable conditions. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25.

**\*Snowstorm.** Quite dwarf large flowered ruffled pure white. Quite even and one of the standard whites. Tr. pkt., 75c;  $\frac{1}{64}$  oz., \$1.75;  $\frac{1}{32}$  oz., \$3.00.

**Ruffled Velvet (New).** A true Flaming Velvet or Black Prince color, but of typical ruffled grandiflora habit. Nicely ruffled and attractive. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.35.

**Ruffled Grandiflora Mixture.** Choice formula mixture of the above ruffled varieties. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.35;  $\frac{1}{16}$  oz., \$2.50.



## PETUNIAS—Continued

### The Balconies

Because of their strong, rather spreading growth and fairly large flowers this class will grow and flower freely outdoors where summer conditions are most trying. With a few exceptions that are noted, the Balconies are fairly tall, or strong where a strong growth is necessary or where conditions are trying for the dwarf Hybridas, the stronger Balconies are suggested. Their tendency to make a sprawling growth gives them value for porch or window boxes.

**\*Black Prince.** Rich velvety crimson-red with true Balcony habit. Comes practically 100% true to color. The finest variety where this color can be used. Tr. pkt., 35c;  $\frac{1}{16}$  oz., 60c;  $\frac{1}{8}$  oz., \$1.00.

**Carmine King.** Rich coppery rose with dark throat of medium dwarf habit. Tr. pkt., 35c;  $\frac{1}{16}$  oz., \$1.25.

**\*Blue Star.** Quite uniformly starred white on dark blue. Fairly compact in growth and effectively used for bedding. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 90c; 1 oz., \$3.15.

**Royal Purple.** Bright royal purple shade with typical Balcony habit. Tr. pkt., 25c;  $\frac{1}{8}$  oz., 85c;  $\frac{1}{4}$  oz., \$1.50; 1 oz., \$4.50.

**Venosa.** Rich lilac rose with dark throat. Medium dwarf and effective for bedding. Tr. pkt., 25c;  $\frac{1}{4}$  oz., \$1.00; 1 oz., \$3.50.

**Blue.** Tr. pkt., 35c;  $\frac{1}{8}$  oz., 85c;  $\frac{1}{4}$  oz., \$1.60.

**Cornflower Blue.** A mid blue shade. Tr. pkt., 35c;  $\frac{1}{8}$  oz., 80c;  $\frac{1}{4}$  oz., \$1.50.

**White, Crimson, Rose Mixture.**  
Each: Tr. pkt., 25c;  $\frac{1}{4}$  oz., 85c; 1 oz., \$2.90.

### Dwarf Hybridas

The most popular class for bedding. While not so strong as the regular Hybridas, this dwarf, compact class is vigorous enough to flourish under all but the most trying conditions. They are sometimes listed as Nana Compacta. This class is almost exclusively used by those who grow Petunias in flats. They also are ever popular as small pot plants for combinations or selling as such. Celestial Rose Imp. is the heaviest selling variety on the list.

**Alderman.** Clear deep violet blue. Medium dwarf and excellent for bedding. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 60c; 1 oz., \$2.00.

**Blue Ball.** Very uniformly dwarf violet blue. A typical Nana Compacta in habit and practically 100% true in color and habit, making it especially wanted by growers of petunias in flats. Tr. pkt., 35c;  $\frac{1}{8}$  oz., 75c;  $\frac{1}{4}$  oz., \$1.35; 1 oz., \$4.50.

**Brilliant Rose Gem.** Quite dwarf, 6 to 8 inches. Well rounded growth with small fairly deep rose pink flowers. We find this type of growth rather weak for our summer conditions. Tr. pkt., 35c;  $\frac{1}{8}$  oz., \$1.00.

**Celestial Rose Imp.** A European selection from regular Celestial Rose that it improves in a somewhat deeper color, size of the original flower and dwarf habit. Considering the number of seeds in an ounce we believe the large grower of bedding petunias will find it profitable to pay the added cost of this strain. T. P., 40c;  $\frac{1}{8}$  oz., \$1.50;  $\frac{1}{4}$  oz., \$2.50; 1 oz., \$8.00.

**\*Celestial Rose.** The most popular deep rose for bedding because of its bright color and uniformly dwarf habit. Introduced by us to the American trade in 1933, it immediately became the most popular variety in this class. A personal inspection of our 1940 supply gives us confidence that the popular habit of Celestial Rose is being maintained. Tr. pkt., 35c;  $\frac{1}{8}$  oz., 75c;  $\frac{1}{4}$  oz., \$1.25; 1 oz., \$4.00; 2 ozs., \$7.00.

**Cream Star** (All American Silver Medal Winner). A soft creamy white; flowers bluntly star shaped prolifically produced. Good uniformly compact habit. Tr. pkt., 50c;  $\frac{1}{8}$  oz., \$1.00;  $\frac{1}{4}$  oz., \$1.75; 1 oz., \$6.25.

**Blue Bedder.** Fairly deep blue shaded violet, medium dwarf. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 60c; 1 oz., \$2.00.

**Blue Bird.** Well liked deep velvety blue. Tr. pkt., 35c;  $\frac{1}{4}$  oz., 75c; 1 oz., \$2.50.

**Cockatoo.** Violet blue irregularly marked and starred white. Tr. pkt., 35c;  $\frac{1}{8}$  oz., 75c;  $\frac{1}{4}$  oz., \$1.25.

**Commander.** Crimson with white star. An excellent dwarf starred variety but like all in this class, a small percentage will sometimes come all crimson or largely white, but it is generally well liked. Tr. pkt., 50c;  $\frac{1}{8}$  oz., \$1.50;  $\frac{1}{4}$  oz., \$2.75; 1 oz., \$10.00.

**Dwarf General Dodds.** The strong crimson red of the original General Dodds is now available in this uniformly dwarf variety. Quite effective for bedding or pots where this color can be used. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 85c; 1 oz., \$3.00.

**Dwarf Senator.** Extra dwarf well rounded habit, fairly dark blue flowers with white throat. Popular for small pots as well as for bedding where conditions are favorable. Tr. pkt., 50c.

**Elf.** Rather light or blush pink with uniformly dwarf habit. An original and desirable variety where a light effect is wanted. Tr. pkt., 35c;  $\frac{1}{16}$  oz., 80c;  $\frac{1}{8}$  oz., \$1.50.

**Glow (New).** Very intense glowing carmine rose. Either as a pot plant or outdoors, we find it uniformly dwarf, free blooming, and showy. An All American Winner in 1939, we are pleased to report a good reception by the trade of this fine new bedder. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.00;  $\frac{1}{16}$  oz., \$1.75;  $\frac{1}{8}$  oz., \$3.00;  $\frac{1}{4}$  oz., \$5.50; 1 oz., \$20.00.

**\*Heavenly Blue.** Medium to light silvery blue. A standard choice bedding variety that comes quite true to color. Tr. pkt., 50c;  $\frac{1}{8}$  oz., 90c;  $\frac{1}{4}$  oz., \$1.50; 1 oz., \$4.75.

**\*King Henry.** Well described by calling it a dwarf Black Prince. The rich velvety red and uniformly dwarf habit of King Henry give it outstanding value. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.25;  $\frac{1}{16}$  oz., \$2.25;  $\frac{1}{8}$  oz., \$4.00.

**Lady Bird.** Deep rose shaded scarlet color with a dwarf rounded growth gives Lady Bird value for bedding or small pot plant work. Throws some off types and colors. Tr. pkt., 75c;  $\frac{1}{32}$  oz., \$2.50.

**Little Blue Star.** Clear fairly dark violet blue with white star and a nicely rounded dwarf growth. The irregular coloring of the starred type is almost entirely overcome in Little Blue Star, leaving it particularly attractive for bedding, flats or small pots. Tr. pkt., 50c;  $\frac{1}{8}$  oz., 90c;  $\frac{1}{4}$  oz., \$1.50; 1 oz., \$4.75.

**\*Norma.** Violet blue with white star. Of dwarf habit and choice for bedding or small pots. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 45c; 1 oz., \$1.50.

**Pink Gem.** Identical with Brilliant Rose Gem, except color which is quite light rose pink. Tr. pkt., 35c;  $\frac{1}{4}$  oz., 75c.



Ball Silver Lilac (New) Note fine extra compact habit.

*New or improved varieties annually, has put the profit in petunias and they are necessary to keep it there.*



## PETUNIAS—Continued

**\*Rose of Heaven.** A well known standard rose pink for bedding. Differs from Celestial Rose principally in being not quite so uniformly dwarf. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 50c; 1 oz., \$1.75.

**\*Rose Queen Improved.** Deep rose, with a fairly uniform and dwarf habit. Tr. pkt., 50c;  $\frac{1}{8}$  oz., 90c;  $\frac{1}{4}$  oz., \$1.50; 1 oz., \$4.75.

**Rosy Morn.** Fairly deep rose with large white throat. A standard bedding variety. Tr. pkt., 35c;  $\frac{1}{4}$  oz., 75c; 1 oz., \$2.50.

**Rosy Morn Improved.** Differs from the original in that the rose coloring is stronger and deeper and habit some stronger. Quite uniform and distinct in every way. Tr. pkt., 35c;  $\frac{1}{4}$  oz., \$1.25; 1 oz., \$4.00.

**New Petunia "Fair Lady" (First Lady).** See full color illustration front cover. This beautiful light silvery rose gained 61 points and a silver medal in the All America trials this season. It is a uniformly dwarf Hybrid, quite compact and exceptionally free flowering. Our trial of this the past summer was an outstanding attraction because of its choice, light rose color—an original one in dwarf bedding varieties. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$2.00;  $\frac{1}{16}$  oz., \$3.50;  $\frac{1}{8}$  oz., \$6.00.

**Topaz Queen (New).** (See full color illustration back cover; description and prices, novelty list, page 2). Fine new brilliant scarlet rose bedder. Tr. pkt., 50c;  $\frac{1}{8}$  oz., \$1.50;  $\frac{1}{4}$  oz., \$2.75; 1 oz., \$10.00.

**Royal Gem.** Extra dwarf Burgundy crimson with light throat. Small but correspondingly free flowering. Attractive for bedding. Tr. pkt., 50c;  $\frac{1}{16}$  oz., \$1.00.

**\*Salmon Supreme.** Dwarf light salmon rose. An attractive new and rather striking color in this class and one that combines well in bedding schemes. Tr. pkt., 50c;  $\frac{1}{16}$  oz., \$1.25;  $\frac{1}{8}$  oz., \$2.00.

**\*Senator.** Violet blue with white throat, quite dwarf. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 75c; 1 oz., \$2.50.

**\*Snow Queen.** Fairly dwarf, free flowering pure white. Our standard bedding variety in this color. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 40c; 1 oz., \$1.50.

**Sunrise.** Compact spreading type of growth with deep rose lightly fringed flowers. Tr. pkt., 75c;  $\frac{1}{16}$  oz., \$1.50.

**\*Twinkles.** Small flowered medium light rose starred white, and uniformly dwarf. Comes fairly true to this color type. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 60c; 1 oz., \$2.00.

**\*Velvet Ball.** Uniformly compact, well rounded growth, with large velvety crimson flowers similar to King Henry, but more round in growth. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.25;  $\frac{1}{16}$  oz., \$2.35.

**\*White Perfection.** A very excellent dwarf compact pure white. Very true. Tr. pkt., 50c;  $\frac{1}{4}$  oz., \$1.25; 1 oz., \$4.25.

**\*Violacea.** Fairly dwarf attractive violet blue. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 50c; 1 oz., \$1.75.

**Violet Blue.** Choice pot plant blue. Growth we find restricted and hardly strong enuf for outdoors in Ill. Tr. pkt., 50c;  $\frac{1}{8}$  oz., 90c;  $\frac{1}{4}$  oz., \$1.50; 1 oz., \$4.75.

**Violet Gem (New).** Another addition to the very dwarf and restricted "Gem" group. Color a bright violet blue. We find the Gems unusually compact and fine for pot culture but hardly able to withstand our hot summers. Tr. pkt., 75c;  $\frac{1}{16}$  oz., \$1.35;  $\frac{1}{8}$  oz., \$2.50;  $\frac{1}{4}$  oz., \$4.50.

**Dwarf Hybrid Formula Mixed.** Mixed from above named varieties. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 60c; 1 oz., \$2.25.

## Dwarf Hybrid Ruffled

Extra compact habit, even more so than the Dwarf Hybrids; flowers about same size but nicely ruffled.

**Admiral.** The most attractive of all the blue bedding petunias, because of its dwarf habit and choice shade of blue. Also flowers are nicely ruffled and almost large enuf to be classed as a Grandiflora. The only true stock of this we have received is from Europe and it is not always true from there. If European stock is received it will be announced thru our trade paper ads. We offer a supply of California grown seed that we know has been severely rogued and that we believe will be fairly good. T.P. 50c,  $\frac{1}{32}$  oz., \$1.50;  $\frac{1}{16}$  oz., \$2.50;  $\frac{1}{8}$  oz., \$4.50.

**Betsy Ross (New).** Of same extra compact habit and flower type as Martha Washington, but color a deep crimson red. Quite true and nice. Tr. pkt., 75c;  $\frac{1}{32}$  oz., \$1.75;  $\frac{1}{16}$  oz., \$3.00.

**General Washington (New).** Flowers a "rich velvety amaranth red with glistening reddish black throat" according to originator. Habit and flower shape same as others in this attractive series. Tr. pkt. \$1.00;  $\frac{1}{64}$  oz., \$1.75;  $\frac{1}{32}$  oz., \$3.00.

**Martha Washington.** Of dwarf nicely rounded growth making it ideal for edging or bedding as well as of nice size. Slightly ruffled light blush pink with reddish veined throat. An excellent and distinct type. Tr. pkt., 50c;  $\frac{1}{16}$  oz., \$1.50;  $\frac{1}{8}$  oz., \$2.75.

## The Regular or Tall Hybridas

This strong growing class makes fairly tall rather heavy rambling growth, although not as much so as the typical Balconies. Most varieties are as large or larger flowered than the Dwarf Hybridas. This low priced strong growing type is popular because it is easily grown under unfavorable conditions. Although lacking in compact habit, it is largely used for bedding as well as combinations in porch boxes.

**Flaming Velvet.** Rich velvety red. Comes quite true to this color, though a few crimson red rogues will appear. We prefer the Balcony Black Prince for this color. Tr. pkt., 35c;  $\frac{1}{4}$  oz., 90c; 1 oz., \$3.00.

**General Dodds.** The ever popular strong rose red. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 40c; 1 oz., \$1.50.

**Hollywood Star.** Rather attractive rose with amber throat and of distinct star formation but with rather rambling growth. All America silver medal winner. Tr. pkt., 50c;  $\frac{1}{8}$  oz., 75c;  $\frac{1}{4}$  oz., \$1.40.

**\*Howard's Star Improved.** Medium tall velvety crimson with white star. Highly attractive and popular for bedding. Our stock of this will come quite true to this starred type. Tr. pkt., 35c;  $\frac{1}{4}$  oz., 90c; 1 oz., \$3.00.

**Inimitable.** Carmine-rose striped white. Small but very free flowering variety. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 40c; 1 oz., \$1.50.

**Lord Courtenay (Golden Rose).** Very attractive variety. Deep rose with golden throat. We consider this most attractively colored and largest flowered Hybrid, valuable for any purpose. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 50c; 1 oz., \$1.85.

**Radiance (New).** "Brilliant rich rose or cerise color with brownish yellow throat" is the originator's description of this fine new hybrida. Tr. Pkt., 50c;  $\frac{1}{8}$  oz., \$1.50;  $\frac{1}{4}$  oz., \$2.75; 1 oz., \$10.00.

**\*Topaz Rose.** Fairly deep brilliant rose with golden throat. Growth not quite so tall as the typical Hybrid. We consider it most valuable variety in this group. Tr. pkt., 35c;  $\frac{1}{4}$  oz., \$1.00; 1 oz., \$3.75.

**White.** The best clear white in this class. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 50c; 1 oz., \$1.50.

**Exquisite Mixture.** A formula mixture with the choice large flowered varieties predominating. Tr. pkt., 25c;  $\frac{1}{4}$  oz., 60c; 1 oz., \$2.00.

## Diener's Varieties

We are assured by the late Richard Diener's estate that his varieties of Petunias will be maintained. We supply original Diener's packets on all the following varieties.

**No. 2—Ruffled Monster Flesh-Pink.** With deep center. Tr. pkt., 50c.

**No. 5—Ruffled Monster Red.** Tr. Pkt., 50c.

**No. 8—Ruffled Monsters, Mixed.** Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$2.50.

**No. 11—Blue.** Semi-dwarf. Tr. pkt., 25c;  $\frac{1}{64}$  oz., \$1.50.

**No. 19—Giant Pink Glory.** Improved Pink Glory. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$2.50.

**No. 22—Rose Color.** Improved Rosy Morn. Tr. pkt., 25c.

**No. 47—Jumbo Mixture.** A select Giant Mixture. Tr. pkt., \$1.00.

*The new Petunia FAIR LADY will be a standard kind for a long time. It is well named.*



# GOOD ASTERS

Successfully growing asters is not so much a matter of luck as it is providing favorable growing conditions. The principal one is to avoid a check in growth. This is proven by the fact that when sown direct where they are to flower—no transplanting check, they usually come thru 100% clean. But this late start flowers them on shorter stems than when sown earlier and planted out. The checking effect of transplanting is not generally appreciated; for instance when California seed growers sow Snap seed and plant out, they become much more susceptible to rust than when sown direct—no transplanting. Also excess moisture, either atmospheric or at the roots, distinctly encourages rot. This is especially true in the early stages of their growth and is proven by a wet June that almost invariably rots them out, for the same reason excess moisture in the seed bed, or much atmospheric moisture—lack of ventilation, should be avoided. After they are partly or full grown they, of course, become more resistant to the effect of excess moisture. The third important precaution is to avoid using soil for asters two years in succession. Why some growers get by with the same soil for several seasons we can't explain. In our own experience entirely fresh soil always gives the best results. For next season we plan to steam sterilize our outdoor cloth house area for this crop. Four inch tile spaced two feet will be used for this purpose as well as sub-irrigating and drainage. Last and most important is the use of resistant bred varieties. These varieties, or some of them, are generally successful. Where they are not, we can only say they are attacked by forms of rot that do not exist in the soil in which they were bred. All rot or wilt resistant strains are developed in California and West Chicago. We keep close check on them and know that varieties sent out as such have stood up practically 100% alongside others, used as a check, that have gone down.

## Your Aster Seed

Practically all the aster seed used in America is grown in such California fields as is pictured above. Climatic conditions there develop and mature it perfectly. Little stem rot develops for the seed is sown direct. We thoroughly go over these fields when in flower to check varieties and strains. The new crop is received by us in November and December and after a germination test, it is ready to mail. Sending out the original strain of Ball White Aster in 1920 was the start of our seed business. We have stayed with the development of this crop since, being particularly interested in developing rot resistant strains. These strains are selected thru the principle of the "survival of the fittest." Not only are plants selected for this that survive in rot infested soil, but in this selection other good points are considered as well. We are as certain as we can be that these strains are superior. For this reason we use them exclusively in all varieties available in resistant form.

## 12 Best Varieties

(Approximately 12,000 seeds per oz.)

This list is based on our experience and the demand from all sections—the heaviest sellers. While we realize that it can't be 100% safe for all sections, we do believe it will be found a generally safe list. Dates given with all varieties offered are for flowering in our latitude. They will vary in different sections and varying seasons. All varieties are equally improved when grown under the protection of cloth.

**Early Giant Light Blue.** A very attractive early flowering wilt resistant California Giant type. Color is a clear, rich light blue. Good stems and partly non lateral. Sept. 15 to 20. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.



All our aster seed is grown for us under the ideal climatic conditions of California where strong sun and absence of rain through the growing season insure perfectly matured seed.



## GOOD ASTERS—Continued

### 12 Best Varieties

**Queen of the Market Deep Rose (New).** Medium rose, a fine market color and a welcomed addition to this class. Resistant in our trials.

**Ball Deep Rose.** The heaviest selling variety on our list. Attractively bright shade of fairly deep rose, incurved and of medium size. Extra long, non-lateral stems and generally highly resistant. Aug. 25 to Sept. 5.

**Ball Deep Purple.** Identical in every way with our Ball Deep Rose except in color which is a bright deep purple. Much brighter and longer stemmed than Royal Purple, also larger flowered. Both are cut out before the mid-season crop gets in. Aug. 25 to Sept. 5.

**Ball White Late.** Typical American Branching type and habit. Long stemmed, large and fully double, though not quite so full petaled as our Ball Early that it follows in flowering season. Generally accepted as the best strain of Late Branching White. Sept. 10 to 15.

**Ball White Early.** A new reselected strain of this favorite early white. Flowers are fully double, but few showing centers even when fully open. Highly resistant and a clear white. Sept. 5 to 10.

**Ball Phlox Pink.** Fairly light rose pink, the color deepening with full development. Fairly well liked for cutting, with perfect American Branching habit. Sept. 5 to 10.

**Branching Azure Blue.** Clear mid or Lavender blue. An attractive market color that sells anywhere. Long stemmed and highly resistant with us. Sept. 15 to 20.

**Royal Azure Blue.** Same color as Branching Azure Blue. Of true Branching habit. Sept. 5 to 10.

**Royal Shell Pink.** Bright shade of Semple or shell pink with extra large flowers for this class. Medium long stemmed. For both size and color an excellent commercial variety. Sept. 1 to 5.

**Queen of the Market White.** The earliest worth while cut flower white. Medium size and good Branching habit. We find it a good variety for indoor growing if planted in clean soil, for under our conditions none of the Queen of the Markets are as resistant as the stronger and later classes. July 15 to 20.

**Queen of the Market Azure Blue.** This is lighter and clearly more desirable cut flower color than Mid Blue.

**12 Best Mixture.** Specially selected mixture of above varieties; provides a succession of flowers from July to late September.



*Well-Grown Asters Are Always Profitable*

### AMERICAN COMETS, CREGOS AND OSTRICH FEATHER

We group these three classes because all are of the same general type. The petals of all are attractively interlaced, producing a fluffy effect, but they do not ship so well as do the more incurved types. For this reason they are best adapted to the retail grower.

**Comet, Cattleya.** Very pleasing orchid-lavender. Early Sept.

**Comet, Light Blue.** Azure-blue; good for cut flowers. Early Sept.

**Comet, Rose.** Fine large flowers; color a desirable deep rose shade. Early Sept.

**Comet, White.** Fine large white; some earlier flowering than others in this class. Early Sept.

**Crego, Azure-Blue.** A fine clear blue for cutting. Cregos, being long-stemmed and large-flowered, are generally preferred in this group. Sept. 10 to 15.

**\*Crego, Blue Flame.** Fairly deep bright blue. Highly resistant and extra for stem. Sept. 5 to 10.

**\*Crego Deep Rose.** Fairly deep rose; a fine market variety. Extra large flowered. Sept. 10 to 15.

**Crego, Orchid.** Delightful orchid-lavender shade. Long-stemmed and large flowered, but stem not heavy. Highly resistant. Sept. 5 to 10.

**Crego, Peach Blossom.** Delicate light rose deepening to bright pink. Attractive. Sept. 10 to 15.

**Crego, Shell-Pink.** Bright clear pink. Sept. 10 to 15.

**\*Crego, White.** Pure white; fine. Sept. 5 to 10.

**Ostrich Feather, Peach Blossom.** Delicate rose deepening to bright pink. Excellent market variety. Sept. 10 to 15.

**Comet, Salmon Queen (New).** A delicate salmon pink; fine new color in this group.

**AMERICAN BRANCHING.** A term generally used to cover a number of midseason classes or strains of various producers. All are of spreading or branching habit, and for best results the individual branches should be disbudded. The variety Ball White Late in the 12 Best, is a typical American Branching Aster, Royals and Queen of the Markets are of the same branching habit, but September flowering kinds only are generally known as the American Branching.

**Deep Rose.** Long-stemmed, large flowered deep rose; excellent for market. Sept. 15-20.

**\*Heart of France.** Distinctive scarlet color; approaches American Branching in type. Highly resistant. Sept. 10 to 15.

**Purple.** Rich purple, fine stem and highly resistant. Sept. 10th.

**\*Rosalie.** Outstanding for its completely double flower type; shows no center under any circumstances. Color is a good deep rose, and flowering date about Sept. 10 to 15. Typical American Branching habit.

Prices on all Rot-Resistant strains **Except Where Noted:**  
Tr. pkt. 30c; ¼ oz., 50c; 1 oz., \$1.75; 4 ozs., \$6.00.

## Classified List of Standard Varieties

### (12 Best Not Included)

**QUEEN OF THE MARKET.** Most popular early flowering class; of moderately strong growth, stem, and size. Fairly resistant and much used for July flowering under glass—but fresh soil should be used. The two best varieties will be found among our 12 Best. July 10 to 25.

**Crimson.** Brighter than most crimson, making it valuable for cutting.

**Dark Blue.** A rich bright shade of purple; highly resistant.

**Flesh-Pink.** Fairly light rose-pink; deepening as it matures.

**\*Mid-Blue.** A good early mid-blue.

**Scarlet.** Rather heavy for cutting.

**ROYALS.** This class follows Queen of the Market, and is a very popular and much used one because of excellent size and stems for the early flowering date that, however, varies some. Because of the value of this class, most kinds will be found among our 12 Best. Aug. 20 to Sept. 5.

**Purple.** Bright purple; prefer Ball Deep Purple.

**\*White.** Excellent fairly early commercial white.

*The average returns from year to year on Asters are what count.*



# AMERICAN BRANCHING—Continued

**Semple Pink.** Choice shell pink; Fine Habit. Tr. pkts. only.

**\*White.** True branching type; excellent for cutting. Sept. 10 to 15.

**KING.** Attractively pointed or quilled petals give this class real distinction. Flowers are harder than most classes or types, and for this reason they do not spot or bruise so easily. The Kings are largely used for shipping from California to Eastern markets.

**Crimson.** Bright crimson, strictly upright habit. Sept. 10 to 15.

**Peach Blossom.** Delicate rose deepening to bright pink. Upright growth. Sept. 10 to 15.

**AMERICAN BEAUTY.** A valuable and popular class because of late flowering, and large, long-stemmed, slightly incurved flowers. For northern locations the flowering dates should be noted to escape early frosts. However, most Beauties are generally satisfactory, even in our northern border states. This class is largely non-branching.

**\*Azure Fairy.** Trifle darker than Branching Azure; large flowered and excellent for cutting. Sept. 20 to 25.

**Crimson.** Long-stemmed, good crimson color. Sept. 15 to 20.

**Deep Rose.** Finest rich deep rose. Sept. 15 to 20.

**Purple.** Long-stemmed large purple. Sept. 15 to 20.

**Purple Prince.** Bright marine purple. An excellent variety. Sept. 15 to 20.

**Shell-Pink** (September Beauty). Delicate pink, trifle lighter than Semple. Fair size, long stem. Sept. 25 to Oct. 1.

**Silvery Rose.** Pleasing light rose pink; fine non-lateral American Beauty habit. Tr. pkts. only.

**\*White.** Long-stemmed excellent white. Sept. 20 to 25.

**ANEMONE OR CRESTED.** We group here the new anemone varieties. The list of colors is not yet at all complete but is being worked on. A very attractive anemone or cushioned type, but we do not find it resistant to rot.

**Giant Harmony Moonlight.** Fine new deep blue in the anemone group. Our trials of the past summer show it highly resistant and of excellent cut flower habit.

**Giant Harmony Mixture** (New). A complete mixture of the very attractive new anemone type; choice for cutting and shipping but not dependably resistant in our trials. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

**\*Aurora Golden Sheaf.** Fully doubled anemone type; center cushion petals quilled, outer petals broad and flat. Creamy yellow, large, long stemmed, highly resistant, valuable for market. Sept. 15 to 20. Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

**CALIFORNIA GIANTS.** An extra large interlaced attractive type of flower for cutting, but not so suitable for long shipping. Extra long strictly non-lateral stems add to their value. Early Giant Light Blue in this class, will be found among the 12 Best.

**Dark Purple.** Rich purple and highly resistant. Sept. 25 to Oct. 1. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

**Early Giant Peach Blossom.** Same as Early Giant Light Blue featured in 12 best list, but a pleasing light pink. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

**\*Early Giant Rose Marie.** Has the same early flowering habit, size and non-lateral habit of Early Giant Light Blue. We find it exceptionally resistant and of a pleasing shade of medium rose pink. Tr. pkt., 30c; ¼ oz., 85c; 1 oz., \$3.00.

**PRICES on ANY OF THE ABOVE Resistant Asters Except Where Noted:** Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

## Above Resistant Strains in Mixture

**Queen of the Market Mixture.** Royal Mixture.

**Crego Mixture.** King Mixture.

**American Branching Mixture.** American Beauty Mixture.

Prices on above MIXTURES ONLY:

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

# RESISTANT MIXTURES—Continued

**All Varieties Mixed.** This is a mixture of all the above double varieties including the 12 Best Rot-Resistant varieties. Largely used for growing plants to sell from flats to home gardeners. This resistant mixture should be used because of reduced loss in young plants from rotting. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00; 1 lb., \$12.00; 4 ozs. at lb. rate.

**SINGLE VARIETIES** (Ball). In addition to the Single Southcote Beauty type, that is not resistant to rot, we offer a number of colors and mixture of a strong growing, single branching type. This strain has been developed by us and will be found exceptionally rot resistant. The flowers are freely produced, extra long-stemmed, and attractive for any cut flower work. Mid-Sept.

**\*Deep Rose.** Strong deep rose-pink. Excellent.

**\*Light Blue.** Medium shade of blue.

**White.** Clear white; extra free growth.

**Mixed.** The three colors mixed.

Prices on Single Asters: Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

## Regular American Asters

### Not Rot-Resistant

We are very certain that the rot-resistant strains are well worth their slightly added cost. For this reason we no longer offer regular varieties that are available in resistant form.

### Imbricated Pompons

Unfortunately this choice class produces seed sparingly, particularly under California conditions. In Europe they do better. Should we succeed in getting any of this seed thru we will notify you thru all our trade paper advertisements.

	Tr. pkt.	¼ oz.	1 oz.
*Rose .....	\$0.35	\$0.65	\$2.25
Light blue, white striped .....	.35	.65	2.25
*Light blue .....	.35	.65	2.25
Crimson with white center.....	.35	.65	2.25
Violet. Rot resistant strain .....	.35	.75	2.75
White .....	.35	.65	2.25
Mixture of all colors.....	.25	.50	1.75

**Early Wonder.** Extra Early Comet type.

Mixture .....	.25	.40	1.40
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**Queen of the Market**

Dark Lavender .....	.20	.30	1.00
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*Deep Rose .....	.20	.30	1.00
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**Single Southcote Beauty.** This class is much used for bedding; for cut-flowers we recommend our own strain of Singles.

	Tr. pkt.	¼ oz.	1 oz.
Finest Mixed .....	.15	.30	1.00

**California Giants.** Large curled and interlaced flower type. Fully double. Late Sept.

*Deep rose .....	.35	.65	2.25
Peach Blossom .....	.35	.65	2.25
*White .....	.35	.65	2.25
Mixed .....	.25	.50	1.75

**Sunshine.** Single with small crested center.

Mixed .....	.25	.40	1.25
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**Giant California Sunshine.** Large flowered anemone of value for cutting but not a good shipping type.

*Lavender .....	.35	.90	3.00
Rose .....	.35	.90	3.00
Shell-Pink .....	.35	.90	3.00
White .....	.35	.90	3.00
Mixed .....	.30	.60	2.25

**Boltze's Dwarf Bouquet.** Mixed

Fine for pot plants.....	.30	.50	1.75
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**\*Super Giant El Monte.** Extra large crimson-rose. Non-lateral .....

*Super Giant Los Angeles. Soft light shell-pink. Extra large and fully double.....	.35	.75	2.50
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For Hardy Asters, see Perennial List

*Cause of most rotting out in asters is checking or weakening growth, especially in early stage.*



# FLORISTS' ZINNIAS

Zinnias Brighten Every Section of America

If sheltered from the trying outdoor conditions of summer, Zinnias are grown into attractive cutting material, particularly the pompons or Lilliputs. Either a cloth or greenhouse can produce flowers that no outdoor stock will compete with. Such protection produces longer stems and in the pompons larger flowers. While they are easily grown on by sowing in the open soon as the soil becomes well warmed, many gardeners will buy well started plants that are as easily produced under glass as any plants can be. Also in our latitude if sown outdoors as late as mid July, they will flower freely before frost. Zinnias are very much warm temperature plants. If the seed is sown in cold wet soil, it will rot. The development of Zinnias from the small high centered singles of 50 years back to the beautiful forms and colors of today has been a real miracle. But some of the undesirable characteristics of the past will show up in the most carefully grown seed, and this is more or less true of all seed grown stock, and it always will be. To maintain the true-ness to color of today's stock requires much careful work. Most seed growers do this work well, a few do not. Thru our annual trials of *all* varieties and personal inspection of seed fields we are able to offer "All the best—nothing else" in florists' Zinnias.

**DAHLIA-FLOWERED GIANTS** (2500 seeds per oz.). The center petals of this class tend to incurve, giving the flower a somewhat deeper and fuller effect than the California Giants. While this character is not a fixed one, it does predominate, making the Dahlia-Flowered the generally preferred class of Giants.

**\*Canary Bird.** A bright clear yellow.

**\*Crimson Monarch.** Large crimson-red.

**\*Dream.** Fine deep lavender.

**Eldorado.** Attractive salmon-apricot shades.

**\*Exquisite.** Fairly deep rose; valuable for cutting.

**\*Golden Dawn.** Golden yellow.

**\*Golden State.** Rich orange-yellow, deeper center.

**Illumination.** Quite deep rose-pink; valuable.

**Meteor.** Clear deep amaranth-rose.

**Old Rose.** Shades of old rose.

**Oriole.** Orange and gold; excellent.

**Polar Bear.** Large white.

**Purple Prince.** Large deep purple.

**\*Scarlet Flame.** Well named bright deep scarlet.

**Prices, Separate Colors:** Each, tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$12.00.

**SPECIAL OFFER:** One trade packet each of above 14 varieties for \$2.75.

One trade packet each of *any ten* above varieties for \$2.00.

**Indian Summer Mixture.** An unusual and attractive mixture of the "Indian Summer" shades in both Dahlia-Flowered & Giant Mammoth Classes with bright red, yellow, and orange shades predominating. Tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00.



*Zinnia "Fantasy" is a really attractive variation as this cut shows.*

**Gold Medal Mixed.** Best complete mixture of all colors in Giants or Dahlia-Flowered class. Tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$12.00.

**GIANT MAMMOTH.** (2500 seeds per oz.). Also known as "California Giants." Perhaps even larger than the Dahlia-flowered type but with petals imbricated or laid back one over the other, giving the flower a flatter effect. Neither of the Giant classes comes entirely true to the characters that distinguish them.

**Brightness.** Shades of clear pink.

**\*Cherry Queen.** (Cerise Queen). Bright orange-cerise; attractive color.

**\*Daffodil Improved.** Bright canary-yellow.

**Golden Queen.** Bright intense yellow.

**Grenadier.** Bright dark red; prefer Crimson Monarch for uniformity.

**Lavender Queen.** Bright rosy lavender.

**\*Miss Wilmott.** Medium light soft pink.

**\*Orange King.** Similar in color to Ball Orange Calendula.

**Pink Profusion.** Shades of soft pink.

**Purity.** Best large white.

**Rose Queen.** Deep intense rose; excellent.

**Scarlet Queen.** Glowing bright scarlet.

**Violet Queen.** Deep purple.

**Prices, Separate Colors, Each:** Tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$11.00.

**Special Offer:** One trade packet each of the above 13 varieties for \$2.55.

*Zinnias, besides their cutting value, add a brightening effect to your grounds*



# FLORISTS' ZINNIAS (Continued)

**Mixture** of all California Giant colors. Tr. pkt., 15c; ¼ oz., 30c; ½ oz., 50c; 1 oz., 85c; 1 lb., \$10.00.

**PUMILA TYPE.** Sometimes referred to as "Cut and Come Again"; why, we don't know. This class is midway in size between the Giants and Lilliputs. Very nice for bedding or cutting but the demand for the extremes in size predominates.

**Canary-Yellow.** As named.

**Fire Ball.** Very bright scarlet.

**\*Salmon Rose.** Extra choice color for cut flowers.

**Golden Orange.** As named.

**Each, Separate Colors:** Tr. pkt., 15c; 1 oz., 60c.

**Mixture, all colors:** Tr. pkt. 15c; 1 oz., 50c.

**COLOSSAL OR NEW GIANTS.** This class is so clearly inferior to either of the Giant classes that we list it only in **Mixture**. Tr. pkt., 15c; 1 oz., 60c.

**LILLIPUT OR POMPONS** (4300 seeds per ounce). Flowers about the size of a large button type of Pompon Mum. The neat size and shape of the flowers makes this class effective for summer cut flower work, particularly when stems are lengthened under cloth or greenhouse protection. In the open, they usually get up 12-18 in. and are effectively used for bedding.

**Black Ruby (New).** Deep velvety maroon, heretofore a color not available in this class. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.75.

**\*Canary Gem.**

**Pink Gem.**

**\*Salmon Gem.**

**\*Crimson Gem.**

**Purple Gem.**

**Scarlet Gem.**

**\*Golden Gem.**

**Rosebud.**

**Clear**

**\*Valencia.** Attractive burnt-orange.

**\*Lilac Gem.** Clear even Lavender.

**deep rose-pink.**

**White Gem.**

**Each, separate colors:** Tr. pkt., 15c; ¼ oz., 30c; ½ oz., 50c; 1 oz., 85c; 1 lb., \$9.00. (Combination of varieties to make up pound at lb. rate.)

**Mixed, All Colors:** Tr. pkt., 15c; ½ oz., 40c; 1 oz., 70c.

**Special Offer:** Tr. pkt. of each of the 11 Lilliput varieties for \$1.35.

**FANTASY TYPES.** Artistically curled and interlaced petals combined with fair stem and flower size are giving this class increasing popularity for cutting. We are pleased to offer several new colors in the Fantasy type; all were found quite true to color and type in our trials.

**\*Rosalie** (All-America Winner). Bright intense rose with same informally curled petals as Star Dust; a good even color and long-stemmed for cutting. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

**\*Wild Fire.** We feel certain that this bright attractive scarlet addition to the Fantasy group will be well received. Our trials of this season showed it unusually true both as to type and color. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**\*Orange Lady** (All-America Winner). A rich shade of deep bright orange; equal in habit, stem length, and uniformity in type to the other Fantasies. A worth-while addition to this class. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

**\*Star Dust.** Rich deep golden yellow with typically curled petals; very attractive. Tr. pkt., 25c; ¼ oz., \$1.25.

**Fantasy Mixed.** Attractive and very popular mixture of the above with other intermediate shades. Fine for cutting. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

## VARIOUS TYPES

**Giant Crested** (New Howard & Smith). A giant in size with an anemone or crested center, giving it the same distinctive effect that we have in anemone type Mums. We haven't had it on trial under our conditions, but are assured by the originator that a large percentage will come true. Tr. pkt., 35c; ½ oz., 65c; ¼ oz., \$1.00; 1 oz., \$3.50.



*Giant Dahlia-Flowered Zinnia*

**Gracillima** (Red Riding Hood). Quite small and free flowering bright crimson. Ideal for bedding. Tr. pkt., 15c; 1 oz., 60c.

**\*Haageana Double Hybrids.** An especially valuable class for bedding. Extra compact and literally covered with small mahogany flowers attractively variegated gold and orange. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

**Scabious-Flowered.** Fairly tall and long-stemmed type with flowers resembling the Scabiosa. Mixed colors. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Gaillardia-Flowered or Navajo.** Medium large flowers in attractive two-tone combination of rose, bronze, yellow, and orange. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.

**Cupid Type Mixture.** Dwarf and small flowered type valuable for borders and rock gardens. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.85.

**Zinnia Linearis.** Compact (6-8 in.) early flowering habit with single bright orange flowers. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**PICOTEE DELIGHT TYPE.** A rather unusual answer to requests for something new and different in Zinnias. Picotees are characterized by odd bicolor petal effects as well as curled petals and fairly tall growth useful for cutting.

**Salmon-Rose.** Attractively shaded light to dark salmon-pink. Tr. pkt., 30c; ¼ oz., 45c; 1 oz., \$1.50.

**Mixture** of colors in this class. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.

**CROWN O' GOLD TYPE.** A distinctive flower type, base of each petal shaded buff or yellow while carrying out the original flower color to tip.

**Pastel Tints** (Super Crown O' Gold). Contains a wide range of strictly pastel colors attractively variegated. Unusually large flowered and valuable for cut flower purposes. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

*Of special interest for cutting are the Lilliput and Fantasy class of zinnias, grown with cloth protection.*



# MARIGOLD VALUES INCREASING

No class of Florist crops has been so rapidly bettered the past few years as have Marigolds. In their various forms and habits, they adapt themselves to cutting, pot plants, especially for combinations, and the Dwarf French type are showy for bedding. For any purpose their rich, warm coloring is ever appealing. Nearly all classes are readily flowered indoors in April-May from a January-February sowing—raised beds and carnation house temperature. For those who object to their pungent odor, the varieties Gold and Crown of Gold are entirely odorless. Most popular of the Giant African strains for cutting is the "All-double." The Sunset Giants are larger but not so full petalled. Also they produce a larger percentage of singles than do the all-doubles. For Spring combinations sow around February 1. In growing any Marigolds under glass they must not be checked especially thru overwatering or low temperature. When this happens they come to a standstill forcing them into buds without sufficient growth.

## Giant African Class

(10,000 seeds per ounce)

Large Double Flowers, long-stemmed and fine for Cutting FISTULOSA. The "quilled" or tubular petal kinds.

**\*All-Double Orange.** Produce 85-90% double, the balance semi-, but not quite so large as Prince of Orange. This elimination of singles makes them a superior strain for cutting. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00.

**\*All-Double Lemon.** Same trueness to double type as All Double Orange. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00.

**All-Double Mixture.** Mixture of above All-Double varieties. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35; 4 ozs., \$4.00.

**Prince of Orange.** Finest where large specimen flowers are wanted; about 60% double. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00.

**Lemon Queen Improved Strain.** Bright lemon; same habit as Prince of Orange. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00.

**Golden Emblem.** Bright gold; midway between orange and lemon; fairly true. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

**CARNATION FLOWERED.** Imbricated or overlapped petals. **TALL.** Long-stemmed and valued for cut flowers.

**\*Guinea Gold.** Attractive deep golden orange flowers, 2-3 in. and very freely produced; fine for cutting. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25; 4 ozs., \$3.50.

**\*Yellow Supreme.** Bright lemon yellow, loose petaled flower. Not quite as long stemmed as Guinea Gold. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25; 4 ozs., \$4.00.

**\*Gold.** An odorless Guinea Gold, same deep golden orange color but considerably earlier. Excellent for a spring greenhouse crop or for outdoor cutting if not too hot. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Golden Eagle.** Midway between Guinea Gold and Yellow Supreme in color. Quite large and fairly true to type. Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.25.

**DWARF.** Excellent for borders; free and continuous flowering. Note real value of Floribundas, which flower fully six weeks earlier than others but which are easier weakened by heat.

**\*Floribunda Orange.** Same large flower and rich color as Guinea Gold, but extra dwarf, 12-15 in. tall. Unusually early and free flowering and excellent for borders. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.25.



"GOLD" is the name of this new odorless Marigold, both flowers and foliage being entirely odorless. Color, deep golden orange, valuable for cutting, especially indoors. Photo was taken in May from a January 29th sowing.

**\*Floribunda Mixed.** Same fine dwarf habit as Floribunda Orange. Predominately orange with some gold and intermediate shades. Tr. pkt., 20c; ¼ oz., 45c; 1 oz., \$1.50.

**\*Golden Crown.** Rich golden yellow carnation-flowered type. Showy and very fine even under drought, but not extra early. Outstanding for fine color and free flowering compact habit. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.60.

**Golden Queen.** Bright golden yellow, carnation-flowered type. Extra dwarf and restricted growth. Nice as a pot plant, but hardly strong enough for bedding out where summers are hot. Medium early. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

## OTHER LARGE FLOWERED TYPES

**\*Sunset Giants.** A fine giant flowered strain of Marigolds. Of carnation-flowered type, long stemmed, and in a variety of shades from golden orange to lemon. Favored by spring greenhouse conditions or more moderate summers, the blooms often become 6-7 in. across. Fine for outdoors or winter or spring greenhouse culture. Largest flowers develop if grown one flower per plant. Tr. pkt., 35c; ¼ oz., 50c; 1 oz., \$1.80.

**\*Orange Sunset.** (All America Winner). A rich lively orange segregation from the famous Sunset Giants. We were particularly delighted with the unusual flower size and trueness to type and color of this fine strain. Particularly recommended for single stem greenhouse culture. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**American Beauty Mixed.** (Chrysanthemum-flowered). Large incurved or Mum flower type. Attractive colors, but rather late flowering for any but California and Southern growers. Tr. pkt., 30c; ¼ oz., 70c; 1 oz., \$2.50.

**American Beauty Orange.** Similar in habit to above, but a deep strong orange. True to color. Tr. pkt., 30c; ¼ oz., 85c; 1 oz., \$3.25.

**American Beauty Yellow.** Same, but a strong clear yellow. Nice. Tr. pkt., 30c; ¼ oz., 85c; 1 oz., \$3.25.

*Nothing more colorful for combinations than dwf. Marigolds; especially Harmony Hybrids.*



## MARIGOLDS—Continued

**Sunrise.** (All-America Winner). A real early flowering Dixie Sunshine. We find Sunrise of the same attractively formed flower as its parent. Plenty early to flower in our mid-west but not quite so long-stemmed as the old Dixie Sunshine. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

**Crown of Gold.** Odorless and an incurved or Mum type flower with row of outer guard petals. Produce choice medium large cut flowers as a spring greenhouse crop but hardly strong enough outdoors where summers are hot. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.

### French Marigolds

The small flowered types. 9,000 seeds per ounce.

**DWARF SMALL FLOWERED.** A most valuable class to flower in small pots for spring combinations. For this use sow early in January and carry on in a warm house. Also, this class is largely used for bedding.

**\*Golden Harmony** (All-America Award). A bright golden yellow "twin" to Harmony. Has same dwarf free flowering habit and uniform trueness to type that has made Harmony so popular. Fine as a pot plant or for bedding. Medium early. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**\*Harmony.** Attractive scabious-like double flowers; deep orange center with maroon red outer petals. Quite striking and valuable in combinations or for bedding. Dwarf and free flowering. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c; 4 ozs., \$2.75.

**Limelight** (All America Bronze Medal Winner). An extra large flowered French type; color a pale primrose yellow. Flowers are of incurved type. Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.35.

**Royal Scot.** All-Double. Showy fully double flowers nicely striped gold and mahogany. Quite uniform in color and habit; an excellent strain. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.60.

**Monarch Golden Ball.** Fine golden orange. Monarch strains produce a high per cent of full petaled tight double flowers. Finest in its color class. 12-15 in. Tr. pkt., 15c; 1 oz., 60c.

**Yellow Pygmy** (All America Winner). A new dwarf French lemon yellow; the brightly colored flowers are borne freely on the extra compact bushy plants; quite true. Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.35.

**Monarch Strain Mixed.** Predominates in the same fine fully doubled flowers as Monarch Golden Ball, but in an attractive mixture of colors. A very choice strain, but not quite so early flowering as the regular French Mixture. Tr. pkt., 15c; 1 oz., 60c; 4 oz., \$2.00.

**\*Dwarf French Double Mixed.** An exceedingly colorful mixture with a most complete range of colors. Excellent for combinations or borders. Tr. pkt., 15c; 1 oz., 50c; 1 lb., \$4.50.



*Marigold Harmony—one of the most valuable dwarf bedding varieties.*

**Dwarf French "Harmony Hybrids"** (New) All double flowering and a wide variation of new and striking color combinations gives this mixture special value for combinations. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

**Spry** (New). Extra compact uniform French type. Flower light rose crested center with maroon outer petals. Choice for edging. Originator's pkts. only 50c. All American Silver Medal winner 1940.

**Robert Beist.** Extra deep rich mahogany-red, medium large, fully 80% double. Nice. Tr. pkt., 15c; 1 oz., 60c.

**Pallida.** Double lemon or light yellow. Uniform and nice. Tr. pkt., 15c; 1 oz., 60c.

**\*Fire Cross.** Single. A light orange with mahogany-red center. Some deeper color than Legion of Honor. Remarkably true to type and fine for outdoors. Tr. pkt., 15c; 1 oz., 35c.

**\*Legion of Honor.** Well known dwarf single. Very similar to Fire Cross, but several shades lighter. Both this and Fire Cross are valuable for early flowering in small pots. Tr. pkt., 15c; 1 oz., 35c.

**Signata Pumila Little Giant.** (Not a French type, rather Mexican). Quite small single bright orange flowers very freely produced on uniformly dwarf bushy plants. Fire material for borders even in hot sections. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.15.

**TALL SMALL FLOWERED.** Certain varieties in this class are of particular value for spring cut flowers.

**\*Maroon Chief.** The regular Lieb's Winter flowering type, according to our experience won't flower if sown later than Feb. 1. This strain is offered to take their place for a spring crop; identical flower type, habit, and color. Sow in January. Very free flowering. Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.25.

**Double Scotch Gold Striped.** Highly effective and true, but rather late flowering for early frost sections. 2½ ft. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

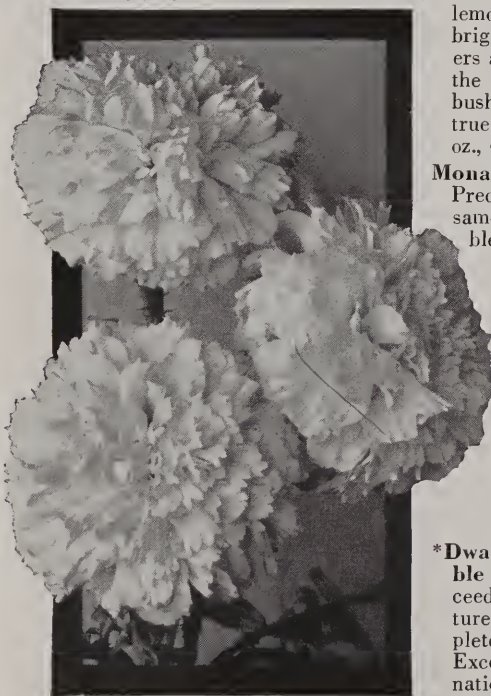
**Josephine.** Deep rich mahogany. 2 ft. Tr. pkt., 15c; 1 oz., 50c.

**WINTER FLOWERING.** Of value for fall sowing to produce a continuous crop through the winter. See above Maroon Chief for a tall French variety for spring.

**\*Australian Tree.** Strong growth, fairly long stemmed, mahogany red flowers with golden yellow crest in center. Of high value for winter culture. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

**Lieb's.** Not quite so long-stemmed or heavy as above, but more uniformly double flowered; mahogany and gold. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Lieb's Winter Sunshine.** Similar to above in winter flowering habit, etc., but a bright golden orange with yellow center. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.



*Marigold "carnation flowered" Yellow Supreme—largest flowers if grown single stem.*

*With some growers the Sunset Giant Marigolds are replacing the Giant Africans.*



# FORCING SNAPDRAGONS

Seed of all varieties we offer, excepting new ones from other growers, are grown by us in our greenhouses. Furthermore, stock seed of all varieties is from carefully made single plant selections. Every lot of every variety for seed consists of 2-4, sometimes more, selections. Thru this costly work we maintain the highest possible standard of excellence. We are glad to say too that our seed crop of last Spring was, with few exceptions, a fairly good one. This places us in a favorable position to care for your requirements in this line. However, we suggest assuring your supply early.

## FOR GROWING OUTDOORS

We find the forcing or early class best for this purpose, especially if the strong growing kinds are used. Not only are they 1-2 weeks earlier flowering than most of the late or original class, but the colors are much more complete and more uniform. However, the original or resistant strains should be used for outdoor work where rust prevails, for the forcing kind have little or no resistance to this rust. For outdoor work in our latitude we find that a February 1 sowing grown on cool as possible in 3-4 inch pots and planted out in May under cloth will produce excellent flowers by late June and more or less thru the Summer. For early Winter flowering under glass, most sowings are made in June.

**Where Price Is:** \$1.00 per pkt., we supply *any* 3 for \$2.50; *any* 5 for \$3.50; *any* 7 for \$4.55. \$1.50 pkts., we supply *any* 3 for \$4.00; *any* 5 for \$6.50; \$2.00 pkts., we supply *any* 3 for \$5.00; *any* 5 for \$7.50.

½ Trade pkts. of any variety priced at \$1.00 are supplied at 60c.  
½ Trade pkts. of any variety priced at \$1.50; supplied at \$1.00.  
No ½ pkts. on \$2.00 varieties.

## 12 BEST VARIETIES

Not only our own experience but the demand from all sections is used in making up this preferred list, but we realize that conditions vary everywhere and that you may not agree with some on this list.

**Windmill's Christmas Cheer.** Top notch mid-winter rose for us. Early, heavy producer. Tr. pkt., \$2.00.

**Ethel.** Bright golden yellow; finest winter yellow being earliest of the yellows by nearly a month. Tr. pkt., \$1.50.

**Glorious.** A fine intense deep bronze shaded scarlet. Compact spikes and fine for late winter and spring. Tr. pkt., \$1.50.

**Velvet Supreme** (Ball). A warm crimson red selection from old Velvet Beauty. Fine for spring. Tr. pkt., \$1.50.

**White Wonder.** Finest winter white; a pure paper white color and good habit. Tr. pkt., \$1.00.

**Marie Louise.** A pleasing light sea-shell pink unusually true to color and fine for spring. Tr. pkt., \$2.00.

**Klondike Supreme.** Deep intense golden yellow with extra large individual florets. The best spring yellow. Tr. pkt., \$1.50.

**Cheviot Maid Reselected** (New-Ball). Greatly improved strain of the old favorite Cheviot Maid. Chief improvements are in trueness and uniformity of type, color, and early habit. Tr. pkt., \$1.00.

**New Cincinnati.** A shade lighter than Rose Queen with fine large individual florets and flower spike. Tr. pkt., \$1.00.

**Afterglow.** Same habit as Rose Queen, but color an attractive deep golden bronze. Tr. pkt., \$1.00.

**Miss Wooster.** Light golden bronze; extra large flowers. Tr. pkt., \$1.00.

**Suntan.** Extra early orange-tan. Choice color and extra long-stemmed. Tr. pkt., \$1.00.

**Ball Forcing Mixture.** Carefully balanced mixture of the most popular varieties in our 12 Best list. Tr. pkt., \$1.00.

## STANDARD LIST OF FORCING SNAPS

Complete Except for the 12 Best

	Tr. Pkt.
Bertha Baur. Standard lavender; some rogue colors.	\$1.00
*Captor. Pure white; fair habit.	1.00
Celestial. Long stemmed; light yellow.	1.00
Ceylon Court Dark Selection. Old favorite forcing yellow.	1.00

## NOVELTIES

Early reports indicate that there are some fine ones among them. See our June catalog for reports on our trials.

**St. Louis** (Rowe). Fine new silvery pink. Excellent early habit. Tr. pkt., \$2.00.

**Maiden's Blush** (Thompson). Charming light appleblossom. Tr. pkt., \$1.50; ½ Tr. pkt., 85c.

**Mary Ellen.** Topnotch winter pink; early, free producer and clean growth. Sold out 'til July 1941.

**Schaffroth's Pink.** Fine new early pink Snap. ½ Tr. pkt., \$1.00; Tr. pkt., \$2.00.

**Sunray.** "Deep bright yellow, long spikes." Tr. pkt., \$2.00.

**Yellow Wonder.** Promising yellow partner for White Wonder. Tr. pkt., \$2.00.



Snapdragon "Glorious"

## STANDARD LIST—Continued

<b>Cheviot Maid White.</b> Fair sized flower.	\$1.00
<b>Cheviot Maid Yellow.</b> Bright golden yellow; early.	1.00
<b>*Coate's Yellow Perfection.</b> Fine strong growing deep yellow.	1.00
<b>*Daybreak.</b> Briarcliff shade of pink; our new rust proof strain.	1.00
<b>Gilbert's Pink.</b> About shade of Rose Queen.	1.50
<b>Ideal</b> (Hodaly's). Popular bronze and gold bicolor.	2.00
<b>Kirkwood Beauty.</b> Orange bronze.	1.00
<b>Lucky Strike.</b> Strong growing valuable early white fine for spring.	1.00
<b>Marion.</b> Good early habit; clear white.	1.50
<b>New Deal.</b> Extra early bronze; prefer Sunlite.	1.00
<b>Orchid</b> (Schrock's). Varies some in color.	1.00
<b>Peggy Schumann.</b> Glowing rose pink; excellent full spikes.	2.00
<b>Radiance.</b> Large flowered extra early pink.	1.00
<b>Rose Queen.</b> The deepest standard rose forcing Snap. Excellent spike.	1.00
<b>Schumann's Lavender.</b> Fine lavender for spring.	2.50
<b>Sunlite.</b> Extra early golden bronze; best for mid-winter.	1.00
<b>*Terry's Surprise.</b> (Imp.) Rose shaded orange; choice for spring.	1.00
<b>Velvet Beauty.</b> Deep crimson; prefer Velvet Supreme for warmer color.	1.00
<b>Westover Fringed White.</b> Large fringed pure white; for spring.	1.00
<b>White Prosperity.</b> Clear white; extra free flowering.	1.50
<b>White Rock.</b> White; flowers poorly spaced.	.50
<b>Windmill's Apple Blossom.</b> Shade of Verbena Mayflower.	1.50
<b>Windmill's Christmas Cheer.</b> Top notch mid-winter rose for us. Early, heavy producer.	2.00
<b>Windmill's Lilac.</b> A good orchid for forcing; hard stemmed and early.	2.00
<b>Windmill's Rose Pink Cheviot Supreme.</b> A good, even early selection of Cheviot.	1.50
<b>Windmill's Snow White.</b> Excellent white for Easter and later.	1.50
<b>Winter Helen.</b> Improved Helen.	1.00
<b>Standard Mixed.</b> Good mixture of above varieties.	.75

*The Early or forcing Snaps are much used for outdoor work.*



## LATE FLOWERING OR SUMMER SNAPDRAGONS

175,000 Seeds per Ounce

Most of the standard cut flower colors in this class are available in rust resistant varieties. They are especially recommended for sections in which rust prevails.

## THE 10 BEST RUST RESISTANT VARIETIES

- \*Rosalie.** (New Majus Grandiflora). Color of Rose Queen in the Earlies. Fine closely-set spike and good stem. Should be included in every outdoor Snap planting. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.75.
- Swingtime** (Maximum). A very nice medium light pink with yellow lip and white throat. Good cut flower habit. Tr. pkt., 25c; ¼ oz., 85c; 1 oz., \$3.00.
- Alaska** (Maximum). Best of the cut flower whites according to our experience. Tr. pkt., 25c; ¼ oz., 85c; 1 oz., \$3.00.
- Canary Bird** (Maximum). Clear light yellow, long stems. Fine cut flower variety. Tr. pkt., 25c; ¼ oz., 85c; 1 oz., \$3.00.
- Buttercup** (Majus Grandiflora). Medium deep canary yellow; very free flowering. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.
- Defiance** (Majus Grandiflora). Color shades some in the bronze and Wallflower Red classes. Truest and longest-stemmed variety in this color. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.
- Maximum Crimson.** Deep velvety crimson—same as the Early Velvet Supreme. Growth not quite as strong as other Maximums, good cut flower variety. Tr. pkt., 25c; ¼ oz., 85c; 1 oz., \$3.00.
- Red Cross** (New). Bright crimson with prominent yellow lip. Effectively contrasting colors and good cutting habit. Tr. pkt., 25c; ¼ oz., 85c; 1 oz., \$3.00.
- Improved California Mixture** (New). Strictly for cut flower purposes, this new formula mixture is offered in place of the old U. of California strain which our trials show to be somewhat uneven. Tr. pkt., 25c; ¼ oz., 85c; 1 oz., \$3.00.
- Golden Orange.** Dwarf for bedding only. Light golden bronze with white throat. Very bright combination. Tr. pkt., 25c; ¼ oz., 85c; 1 oz., \$3.00.

## REGULAR OUTDOOR VARIETIES

(Except "10 Best" list above—Rust resistant where noted)

**MAXIMUM.** Longest-stemmed type for cutting. Strong growing and large flowered.

Last summer the following strains made an exceptional showing as cut flowers; stems, flower size much superior to others in the class. Not rust proof—please note!

**The Rose.** Fine large rose.

**Snowflake.** Excellent pearly white.

Prices each: Tr. pkt., 15c; ¼ oz., 40c; 1 oz., \$1.50.

	Tr. pkt.	¼ oz.	1 oz.
<b>*Appleblossom</b> (Rust Res.). Light pink with yellow lip and white tube. Strong grower.	.25	.85	3.00
<b>Campfire</b> (Rust Res.). Light bronzy scarlet. Varies some.	.25	.85	3.00
<b>Cattleya.</b> Orchid lavender.	.15	.40	1.50
<b>Copper King</b> (Rust Res.). Bronze or copper scarlet.	.25	.85	3.00
<b>*Daffodil</b> (Rust Res.). Bright canary yellow. Upright growth.	.25	.85	3.00
<b>Loveliness</b> (Rust Res.). Shades of light pink.	.25	.85	3.00
<b>Orchid.</b> Bright lavender.	.15	.40	1.50

## REGULAR OUTDOOR VARIETIES— Continued

	Tr. pkt.	¼ oz.	1 oz.
<b>Ruby.</b> Deep ruby red.	.15	.40	1.50
<b>*Yellow Giant</b> (Rust Res.). Bright canary yellow. Good cut flower habit.	.25	.85	3.00
<b>Mixture</b> (Rust Res.). Of all colors in this class.	.20	.60	2.00
<b>MAJUS GRANDIFLORA.</b> Large flowered; not as long-stemmed as Maximums; good cut flower.			
<b>*Apricot Beauty.</b> Large flowers of an attractive apricot pink shade. Good cut flower variety.	.15	.35	1.25
<b>*En Garde.</b> Coral pink with some amber.	.20	.40	1.50
<b>Harmony.</b> Terra cotta rose with some yellow.	.15	.35	1.25
<b>*Opal Queen</b> (Rust Res.). Buff or terra cotta pink with yellow.	.25	.75	2.50
<b>*Shasta</b> (Rust Res.). Slightly creamy white. Free flowering.	.25	.75	2.50
<b>Terra Cotta Pink.</b> Pleasing shades of terra cotta and apricot; good even habit.	.25	.75	2.50
<b>Wallflower Red</b> (Rust Res.). Varies from true wallflower red to crimson.	.25	.75	2.50
<b>Hybrid Mixture</b> (Rust Res.). Mixture of all above colors with many intermediate shades.	.25	.75	2.50
<b>MAJESTIC.</b> Extra large flowered class on medium long stems.			
<b>*Celestial Salmon Rose.</b> Dwarf habit and practically 100% true. Cheviot Maid Supreme pink.	.35	1.35	4.75
<b>Fair Lady.</b> Clear light rose pink.	.25	.65	
<b>*Golden Dawn.</b> Medium light golden bronze.	.25	.50	
<b>Orange King.</b> Very nearly shade of Afterglow in Earlies.	.25	.65	
<b>*Rose Beauty.</b> Fine deep pink.	.25	.65	
<b>*Rose Sensation</b> (Super Majestic Rust Res.) A light pink shade similar to New Cincinnati in the Earlies.	.35	1.35	4.75
<b>Twilight.</b> Golden or buff yellow.	.25	.65	
<b>Mixture.</b> Of all colors.	.25	.50	1.50
<b>NANUM.</b> Dwarf compact habit for bedding.			

These three varieties, altho not rust resistant were so exceptionally large flowered and showy that we offer them for those able to use non-resistant sorts.

**Royal Rose.** Rich deep rose.

**Royal Cerise.** Bright cerise carmine.

**St. George.** Distinct orange cerise.

Each: Tr. pkt., 25c; ¼ oz., \$1.00; 1 oz., \$3.75.

<b>Climax.</b> Golden orange shades.	.15	.35	1.15
<b>Empress.</b> Velvety crimson.	.15	.35	1.15
<b>*Flame.</b> Bright fiery scarlet.	.20	.45	1.75
<b>*Gloria.</b> Deep rose pink.	.15	.35	1.15
<b>Golden Queen.</b> Golden yellow.	.15	.35	1.15
<b>*Guinea Gold.</b> Extra large golden orange.	.25	1.00	3.75
<b>His Excellency.</b> Orange scarlet.	.15	.35	1.15
<b>Indian Girl</b> (Rust Res.). Golden bronze with some rose shading.	.20	.60	2.00
<b>Purity.</b> White.	.25	.65	2.00
<b>*Light Salmon Pink</b> (Rust Res.). Light pink shades with some yellow lip.	.25	.85	3.00
<b>Wildfire</b> (Rust Res.). Bronzy orange with some rose shading.	.20	.60	2.00
<b>Yellow Gem</b> (Rust Res.). Lemon yellow medium dwarf habit.	.20	.60	2.00
<b>Mixture</b> (Rust Res.). Of all colors in this dwarf class.	.15	.40	1.25
<b>TOM THUMB.</b> Extra dwarf, nearly procumbent habit.			
<b>*Magic Carpet.</b> Attractive color mixture. Originator's stock.	.35	.75	

Sow snaps in Jan.-Feb. and plant outdoors from 3's for June cutting.



# BALL Non-Branching STOCKS

(18,000 seeds per ounce)

About ten years back we demonstrated the attractive value of this class for cutting and have since devoted annually much of our greenhouse space to their improvement. The result has been our various strains of Ball White, Ball Blue, Ball Rose in several shades, Gold Standard and our latest and original non-branching color Ball Apricot. All have been released at no extra price. The high standard of all varieties on our list is being maintained by us thru annual single plant selections.

As much as possible of the seed we supply is grown by us in our greenhouses, but we must depend on California and Europe for some of it. All in this case is grown from our stock seed. During the past ten years the demand for this type has increased steadily, proving their superiority for market growers, also a part of every retail grower's planting should consist of this class for their long stems and handsome flower spikes are, when well grown, irresistibly fine.

NOTE. A fixed rule with us is to send out no stock seed unless germination is high enough to make 10,000 seedlings per ounce. The germ of some of this seed doesn't mature and such cannot be separated.

## PLEASE ORDER BY NAME AND NUMBER TO AVOID ERRORS

Prices on following **Non-Branching** varieties as follows (except Gardenia):  $\frac{1}{2}$  Tr. pkt., 60c; Tr. pkt. (about 1,200 seeds), \$1.00;  $\frac{1}{4}$  oz., \$2.50; 1 oz., \$9.00.

**\*No. 17—Gold Standard.** One of our latest developments in the Non-Branching class, doubles an attractive deep ivory yellow; single flowers, pure white.

**\*No. 1—Lilac Lavender.** A clear bright lavender shade; spikes unusually large and fine. The original color in this class and still remains the most popular.

**\*No. 3—Ball Blue.** A selection made by us from Lilac Lavender that comes a rich lilac shade similar to Bismarck Lilac; excellent.

**\*No. 15—Ball White Improved.** Our new white selection; to our knowledge the finest pure paper white strictly non-branching Stock available. A real improvement over the tinged pink strain formerly offered and hard to beat for cut flower purposes.

**\*No. 16—Ball White Improved Medium Tall.** Identical to above but not quite so tall—about six inches shorter as flowered under our mid-winter conditions on ground beds. Extra compact pure white and generally preferred for mid-winter crops.

**\*No. 11—Ball Pink.** Fine clear rose-pink and again of strictly non-branching habit. About 10 days earlier than our No. 14 and some lighter in color. The preferred variety of the two for mid-winter flowering.

**\*No. 14—Ball Rose Pink.** A somewhat deeper shade than our No. 11; considerably stronger growing and correspondingly later flowering. A fine rose and generally preferred for spring crop.

**No. 2—Ball White (Tinged).** Tall long-stemmed white (slight pink blush); shows several weak breaks near top of the stem.

**No. 18—LaFrance.** Distinctive addition to the columns being midway in color between No. 11 and No. 14 and much longer stemmed than either.

**No. 20—Ball Apricot.** Attractively colored new non-branching variety being about the shade of Bismarck Chamois. Around 60-62% double and good column habit.



*Pictured our Improved Strain of Ball White Non-Branching Stocks. This is extra large flowered, paper-white, and will be released during 1941.*

**Gardenia.** A clear white selection from our old Ball White No. 2. Some tendency to branch, but a good long stemmed white. Tr. pkt., \$1.25;  $\frac{1}{8}$  oz., \$2.50;  $\frac{1}{4}$  oz., \$4.50;  $\frac{1}{2}$  oz., \$8.00; 1 oz., \$15.00.

**No. 2—Ball White Medium Tall (Tinged).** Similar to above but about six inches shorter and for this reason, preferred for mid-winter flowering.

**No. 4—Ball White Dwarf.** About six to eight inches shorter than No. 2 Medium Tall; comes about 24 inches on ground bed.

**No. 5—Ball White Extra Dwarf.** Extra compact growth, and spikes, very large flowered and choice for pot culture.

**No. 6—American Beauty.** True deep American Beauty Rose; a rich but deep color.

**No. 7—Malmaison Pink.** Long stemmed light or shell-pink; slightly inclined to break around top of spikes.

**No. 8—Ruby (Illusion).** Long stemmed rich crimson red; fine type and color but rather deep for most commercial markets.

**No. 9—Chamois Pink.** Pleasing apricot or chamois-pink shade. A good color but we regret that the best strains obtainable come but 45% to 50% double.

**No. 10—Ball Non-Branching Mixture.** A carefully balanced mixture of the more valuable cut flower colors in the above list. Recommended for the retail grower whose planting is limited.

*With one exception all Non-Branching stocks on our list have been improved or developed by us.*



## BRANCHING STOCKS

A good proportion of any retail grower's planting should be of this class because of the more numerous tho shorter stemmed flowers. Most growers space this class about 6 x 6 inches. When up 6-8 inches, they are topped back one third.

### GIANTS OF CALIFORNIA

This is an improved Bismarck class, the original variety of which is Santa Maria, well known for its extra strong growth. This habit characterizes this improved class thruout, adding considerably to stem length.

\***Pacific.** Fairly dark blue with extra stem and growth; about the color of Bismarck Lilac.

\***Yosemite.** About the shade of Bismarck Rose; a strong clear color with extra heavy growth.

\***Santa Maria.** Generally accepted as the best branching pure white; distinctly stronger than Bismarck White.

**Roselight.** Similar to Yosemite, but some stronger growing.

**Prices for Above Four Varieties:** Each Tr. pkt., 35c; ¼ oz., \$1.15; 1 oz., \$4.00.

**Mixture of all colors in this new class.** Tr. pkt., 25c; ¼ oz., \$1.00; 1 oz., \$3.50.

### THE BISMARCKS

**CULTURE**—Stocks want a fairly well-enriched soil and when flowered in mid-Winter, which can be done any time after Christmas, they should be grown on raised beds. Root restriction in such beds is necessary at this season to prevent soft growth. When flowered in Spring with more light and sun, growth becomes harder permitting the use of ground beds. Temperature is an important factor in the growing of Stocks. They are clearly a cool temperature plant and will stand some freezing if hardened. When grown cool or 45-50 minimum, they will promptly set buds. If this happens before much growth or stem length is made, the flowers will, of course, be short stemmed. On the other hand when the minimum doesn't get below 58-60, buds will not set at all resulting in a mass of blind growth such as results when planted out doors.

It has been definitely proven numerous times that the weakest seedlings in Stocks become the singles. This established fact is taken advantage of to increase the proportion of doubles by discarding the weakest seedlings when 4-6 inches tall. In planting non-branching seedlings in the flowering beds, we space the rows across the bed 7 or 8 inches and the seedlings in the rows 2½ inches. With this close spacing in the row we later remove 6-8 of the weakest seedlings which leaves ample space for those left.

This as well as other florists' crops is treated with further details in the last edition of the Ball Red Book that will be ready to mail in January.

### IMPROVED BISMARCKS

**Antique Copper.** Fine copper red.

**Apple Blossom.** An extra delicate pink; nearly white.

**Blood Red.** Ruby color.

**Buttercup.** Deep cream, strong growing.

\***Chamois.** Clear chamois.

\***Elk's Pride.** Rich purple.

**Flesh.** Delicate shade of Mal-maison Pink.

**Golden Rose.** As named.

\***Lavender.** Lilac lavender.

\***Lilac.** Bright deep lilac-blue.

\***Rose.** Fine bright rose pink.

\***Shasta.** New giant white.

\***Golden Ball.** Ivory yellow.

**White.** Good clear white.

**Prices Each:** Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

**Formula Mixture of above colors.** Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

### PERPETUAL BRANCHING

(Giant Perfection)

Habit similar to Bismarcks, but not quite so tall.

\***Empress Augusta Victoria.** Fine silver lilac.

**Heatham Beauty.** Terra-cotta or golden rose.

**Rose.** A clear even shade.

**Snowdrift.** Clear white.

**Prices Each:** Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

**Mixture of above.** Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

### BEAUTY OF NICE

Compact like a Ten Week but not quite so dwarf.

**Aurora.** Golden buff.

**Flesh Pink** (Beauty of Nice). Flesh or Malmaison pink.

**Cote d'Azure.** Light lavender-blue.

**Mont Blanc.** Clear extra early white.

**Queen Alexandra.** Rosy lilac; fine.

**Prices Each:** Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

**Mixture of above.** Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

### TEN WEEK

Dwarf, compact, and early; used for bedding and pot plants.

**Blood-Red** **Carmine-Pink** **Lavender** **White**

**Canary-Yellow** **Deep Rose** **Purple**

**Prices Each:** Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Formula Mixture.** Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.60.

*For Virginian Stock see annual list.*



### LIGHTING STOCKS AT WEST CHICAGO

*We find that lighting for an Xmas crop must be discontinued when a protracted spell of dark weather sets in. If this isn't done, growth will get drawn and soft. If properly managed, the use of lights means a saving of 10 days-2 weeks on the crop.*

*Use the class of stocks listed as 10 week for spring pot plants.*



## LATE OR SUMMER SWEET PEAS (350 Seeds Per Ounce)

In our latitude, or where hot summers are not relieved by cool nights, summer peas are usually destroyed by mid-July. For this reason a Spring sowing usually gets in too late to be profitable. For 25 consecutive years, we have grown a profitable crop out doors by sowing the seed indoors not later than February 1, growing into 3 inch pot plants and planting out around mid-April. We protect them against freezes and heavy frosts after this date with a V-shaped protection made by nailing two 6 inch cypress boards together. With all the overhead water they will stand and 5 foot high wire and string supports, we have them in crop by June 15th. Two weeks of heavy June picking assures us a nice profit for the greenhouse crops are usually thru at that time and the demand for peas is active until the 1st day of July. But this outdoor crop must be sprayed weekly for aphids until they get in flower. Most failures with this crop are due to not watching this point.

Another use for this class is planting a few with late or after mums planted earlies. The early class will climb straight up while this late flowering class will break freely from about the base not getting up to interfere with the earlies until this class is weakening or exhausted. This combination will double the number of flowers but it will of course hold up the bed nearly a month longer. All our sweet pea seed, both early and late, is treated with copper oxide, also known as Cuprocide. Thru repeated experiments we know that this treatment destroys rot that might otherwise destroy the seed. We will, of course, supply this seed untreated if requested.

### Novelties

Some mighty fine varieties here; we strongly recommend your watching these new ones. Note particularly Windsor Blue in the Six Best.

**Flagship.** Deep brilliant navy blue; strong robust flowers and growth. 1 oz., 20c; 4 oz., 60c; 1 lb., \$1.75.

**Snow White.** A solid white, strong grower with heavy vines and stems. Black seeded. 1 oz., 20c; 4 oz., 60c; 1 lb., \$1.75.

**Sweet Afton (New).** The strongest growing largest stemmed variety in our trials this summer. Color a clear bright pink. 1 oz., 50c; 4 oz., \$1.60; 1 lb., \$5.00.

**Red Rover.** Strong growing red; about corresponds to Redwood in the earlies. 1 oz., 20c; 4 oz., 60c; 1 lb., \$1.75.

### The Six Best Late Peas

The following six varieties we believe represent the best ones in their respective color classes. Our choice is based on experience growing them for market and on your demand for them and we believe you won't go wrong by using them.

**Pinkie.** Finest rose-pink; large flowered and long stemmed and a heavy producer.

**Gigantic.** Finest late white; extra large flowered and many duplexed; black seeded.

**\*Ball Shrimp Pink.** A delicate shade of shrimp-pink.

**\*Welcome.** Brilliant sunproof scarlet; large flowered.

**King Lavender.** Even finer than Highlander according to our trials this season. Exceptional growth and stem.

**Windsor Blue (New).** Easily the finest blue available today. It clearly beats Chinese Blue both in stem and growth.

**Six Best Mixture.** A mixture of the above "All the Best" varieties of Late Peas.

**Prices on All Above.** Each: 1 oz., 20c; 4 ozs. 60c; 1 lb., \$1.75.



Our "Vic" is justly proud of his "gravel" grown spring peas. Sown Nov. 1, photographed April 16. Variety: Ball Rose Queen.

### General List (Except 6 Best)

**Ambition.** Fine rosy lavender.  
**Ascot.** Pleasing light rose-pink.  
**Avalanche.** Finest white-seeded white.  
**Beattall.** Sparkling pink suffused salmon.  
**\*Begonia Rose.** Rich even Begonia rose.  
**Blue Bird.** Fine clear blue.  
**\*Blue Flame.** Deep bright blue.  
**\*Bonnie Briar.** Very fine rose-pink.  
**Campfire.** Deep sunproof scarlet.  
**Chieftain.** Rich satiny mauve-blue.  
**Chinese Blue.** Bright, strong, clear color.  
**Constance Hinton.** Black-seeded white.  
**Crimson King.** Fine sunproof crimson.  
**Crony.** A pleasing intense coral or salmon rose with fine stem; large flowers.  
**Debutante.** Soft salmon shaded pink.  
**Fairyland.** A fine clear pink on cream ground; outstanding.  
**Fiancee.** Attractive soft salmon-pink.  
**Fluffy Ruffles.** Soft cream pink.  
**Giant White.** Pure white.  
**Gleneagles.** Clear even lavender.  
**Hawmark Lavender.** Light lavender.  
**Hawmark Pink.** Rose-Pink.  
**\*Headlight.** Fine sunproof orange-scarlet; extra for stem and bright color.

**Heavenly Blue.** Good Delphinium blue.  
**Hebe.** Large rose-pink.  
**Hero.** Cerise; prefer Headlight.  
**Highlander.** Large flowered late lavender.  
**Lady Ruffles.** Large ruffled soft pink.  
**\*Loveliness.** Silvery pink cream ground.  
**Magnet.** An improved Miss California.  
**Mary Pickford.** Cream salmon-pink.  
**Mastercream.** Extra strong cream.  
**Matchless.** Deep cream.  
**\*Maytime.** A rich golden cerise with fine long stemmed habit; lots of 4's.  
**Miss California.** Large salmon-rose.  
**Model.** Good white.  
**Olympia.** Deep purple.  
**Pinnacle.** A deeper shade of rose than Pinkie; about like Early Success.  
**\*Powerscourt.** Fine standard lavender.  
**Royal Purple.** Large rich purple.  
**Royal Scot.** Sunproof orange-scarlet.  
**Springtime.** Nice light clear rose.  
**The Clown.** Crimson and white.  
**Warrior.** Deep bronze-maroon.  
**Prices on above standard varieties:**  
1 oz., 20c; 4 ozs., 60c; 1 lb., \$1.75.  
**Ball Florist's Mixture.** Carefully made up mixture of above kinds; good cut flower colors predominating. 1 oz., 15c; 4 oz., 50c; 1 lb., \$1.25; 5 lbs., \$5.00.

*In ordering sweet peas, please state whether Early or Late class are wanted.*



# EARLY or WINTER PEAS (350 Seeds Per Ounce)

All our Sweet Pea seed, is treated with Cuproside (Red Copper Oxide) unless otherwise requested.

A sowing of this early flowering class during January will get into a nice crop by Mother's Day. They will not produce such long stemmed flowers as an earlier sowing; neither will they require so much headroom, 4 to 5 feet being usually ample. AN EARLY FALL CROP can be had by sowing the early or winter class about June 15. They can be sown either outdoors under the summer protection of a cloth house or indoors.

## The 12 Best Varieties

In Ordering Sweet Pea seed don't forget that there are three distinct classes, Early or Winter-flowering, Late or Summer-flowering, and Spring-flowering. State which is wanted.

- Ball Rose Supreme** (New). Finest early rose. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Treasure Island** (New). Sparkling golden orange; outstanding for stem length, and large flowers. ½ oz., 35c; 1 oz., 50c; 4 oz., \$1.50; 1 lb., \$5.00.
- Twilight** (New). Clearly the finest winter lavender. We find this the first of the many new lavenders to substantially improve Harmony. ½ oz., 75c; 1 oz., \$1.40; 4 oz., \$5.50.
- Ball Rose Queen**. Our greenhouse selections give us this fine long-stemmed clear rose a distinct improvement, particularly in stem length over others of this color. Sold out till July 1941.
- Laddie Improved**. Extra long fine rose-pink. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Bridesmaid**. Delightful silvery pink, very large flowers. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Ball White**. Finest large pure white; white seeded. ½ oz., 25c; 1 oz., 35c; 4 oz., \$1.20; 1 lb., \$4.00.
- Ball Rose Improved**. Deep bright rose, free flowering. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Triumph**. Long-stemmed attractive lilac-mauve. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Ball Orange Improved**. The only early clear true orange. ½ oz., 25c; 1 oz., 35c; 4 oz., \$1.20; 1 lb., \$4.00.
- Mrs. Hoover**. Best early blue; strong grower. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Princess Blue**. Light lavender-blue. Extra large. ½ oz., 30c; 1 oz., 40c; 4 oz., \$1.25; 1 lb., \$4.75.
- 12 Best Mixture**. Carefully blended mixture predominating in the more valuable cut flower colors from our 12 Best list. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.

## Novelties

- The following varieties have proven outstanding in our preliminary trials and we recommend them to you as promising.
- Bacchus** (New). Extra deep maroon-purple; large flowered. ½ oz., 25c; 1 oz., 35c; 4 oz., \$1.25; 1 lb., \$4.00.
- Ball Salmon** (New). An attractive golden salmon pink. ½ oz., 35c; 1 oz., 50c; 4 oz., \$1.50; 1 lb., \$5.00.
- \*Blue Dambe**. A showy deep clear blue; excellent growth. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Gardenia** (New). Dense paper white with large ruffled flowers; strong fine habit. ½ oz., 75c; 1 oz., \$1.40; 4 oz., \$5.50.

## The New Spring Flowering Peas

- Altho not Winter-flowering, we find them superior to the earliest for greenhouse sowings from the first of the year on. Their strong heavy growth carries them thru May and June long after the earliest are "burnt out."
- Clear Pink** (New). A bright pink with slight cream cast.
- Mauve** (New). An attractive shade close to Triumph in color. Above two varieties each: ½ oz., 75c; 1 oz., \$1.40; 4 oz., \$5.50.

- Hiawatha** (New). The largest flowered variety we have ever grown! Color a pleasing medium deep rose. Growth and stems excellent. ½ oz., 35c; 1 oz., 50c; 4 oz., \$1.50; 1 lb., \$5.00.
- Redwood**. Extra large flowered deep crimson. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Rhumba** (New). A bright golden cerise heavily duplexed and free producer of 4's. ½ oz., 75c; 1 oz., \$1.40; 4 oz., \$5.50.
- Signal Red** (New). The finest red in early peas. Our trials show this much brighter than Pride. Sold out till July 1941.
- Sparks** (New). A bright orange scarlet with flowers of exceptional size and substance. ½ oz., 75c; 1 oz., \$1.40; 4 oz., \$5.50.
- Sunproof Orange**. With slight scarlet-cerise shading. ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Tops** (New). A truly outstanding salmon rose. Produces five and six flowers per stem and growth is of corresponding vigor. Extra long stemmed. ½ oz., 75c; 1 oz., \$1.40; 4 oz., \$5.50.

## GENERAL LIST (Except "12 Best")

- American Beauty**. Fine American Beauty rose.
- Amethyst**. Rich bright purple.
- Annie Laurie**. Bright rose-pink.
- Apollo**. Salmon-cerise; fine for spring.
- Attraction**. Rich long-stemmed salmon-rose.
- Aurora**. Orange—scarlet striped.
- Boon**. Deep salmon-rose on cream; large flowered.
- Bright Light**. Vivid orange-scarlet.
- Chevalier**. Dark rose.
- Columbia**. Rose and white bicolor.
- \*Daphne**. Soft salmon-pink on cream; fine stem and flower size.
- Eileen**. Rich Begonia rose.
- Eleanor Blue**. Nice light blue for spring flowering.
- Flamingo**. Orange-salmon; long-stemmed.
- Fragrance**. Fine lavender for spring blooming.
- Giant Rose**. Extra large rose; medium stem.
- Grenadier**. Poppy scarlet.
- Harlequin**. Chocolate bicolor; attractive novelty.
- Harmony**. Fine commercial lavender; early and free flowering.
- \*Hope**. Fine white; black-seeded and easy to germinate.
- Jeanne Mamitsch**. Clear Rose, long stems.
- \*Josie**. Longest stemmed clear rose-pink.
- Majestic Rose**. Fine large flowered heavy stemmed rose-pink.
- Maroon Prince**. Dark maroon, rather heavy.
- Michigan**. Large lavender.
- Mrs. Holscher**. Very large rose-pink.
- Mrs. Kerr**. Salmon.
- Oriental**. Black-seeded cream.
- \*Pride**. Extra long-stemmed brilliant cerise.
- Prosperity**. Soft glowing rose-cream.
- Red Bird**. Crimson-red.
- Sequoia**. Quite large flowered attractive salmon-rose.
- Snowstorm**. White-seeded white.
- Springsong**. Prefer Boon.
- Success**. Extra bright deep rose-pink.
- Sunray**. Light cerise, fine long stem.
- Tahoe**. Fine dark blue for spring; not extra early.
- Top Hat**. Deep bright violet-blue; fine growth and strong color.
- Vivian** (new). Unusually long-stemmed deep carmine-rose.
- \*White Harmony**. Longest stemmed black-seeded white.
- Zvolanek's Rose**. Rose; prefer Laddie.
- Any Above Priced At**: ½ oz., 20c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.
- Ball Early Mixture**. A well balanced mixture of the above colors. ½ oz., 15c; 1 oz., 25c; 4 oz., 85c; 1 lb., \$3.25.

- Rose-Pink**. About the shade of Giant Rose.
- Lavender**. A light even shade with little shading.
- Blue**. A fairly dark shade of blue with extra long stems.
- Mixture** of above three colors. The three varieties or colors and mixture: Each, ½ oz., 75c; 1 oz., \$1.25; 4 oz., \$4.00; 1 lb., \$15.00.

*Sweet peas are a most profitable greenhouse crop if roots are not rotted away or temperature too high.*



# PRIMULAS

Some very popular pot plants are found under this heading. For the hardy varieties, turn to the perennial pages.

### OBCONICAS

About 1,200 seeds per Tr. pkg.; 4,500 seeds per  $\frac{1}{32}$  oz. Most colorful of all varieties for pots. Tho contact with them has an irritating effect on the skin of some, the demand for Obconicas actually seems on the increase. This class of Primula is produced in Europe. At this time we fully expect to receive new crop seed around mid winter.

**Better Days.** Good deep carmine-red; compact habit.

**Coerulea.** Fairly dark blue.

**Fasbender's Red.** Large deep crimson.

**Lachsrosa.** Large bright rose with attractive salmon shading.

**Mohnstein's Atrosanguinea.** Dark red.

**Mohnstein's Dark Red.** Well known dark red.

**Mueller's Berlin Rose.** Bright clear rose.

**Mueller's Rosea.** Good rose.

**Salmon Queen.** Salmon or coral-rose.

**White.** A popular strain.

Any Above Priced at: Tr. Pkt. ( $\frac{1}{128}$  oz.), \$1.10;  $\frac{1}{64}$  oz., \$2.00;  $\frac{1}{32}$  oz., \$3.75.

**Mixture.** Carefully blended mixture of above colors. Tr. pkt., ( $\frac{1}{128}$  oz.), 60c;  $\frac{1}{64}$  oz., \$1.00;  $\frac{1}{32}$  oz., \$1.75.

**Portland Beauty.** Double flowering rose-pink; excellent. Tr. pkt., \$1.50.

### MALACOIDES PRIMULA

12,000 seeds per  $\frac{1}{32}$  oz.

Most popular and easily grown of all pot plant Primulas. They are susceptible to a form of base rot that collapses the entire plant usually when full grown. While watering should be done with care—only on bright days when surplus moisture will disappear before vents must be closed, we believe sterilizing soil and pots or flats to be of more importance in controlling this fungus. This rot doesn't seem serious with specialists who do them well. We believe uniform moisture and clean soil is the answer. A Jan'y sowing can be developed into nice small pot plants for Spring.

**\*Rosea Superba.** Finest extra large flowered and compact bright orchid rose. We find this variety clearly superior in its color class. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25.

**Baby Rose** (Erikssoni). Extra good bright rose; compact habit and one of Eriksson's best. Tr. pkt., \$1.00.

**\*Riverside** (Erikssoni). Very attractive bright rose, good habit. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$1.75;  $\frac{1}{32}$  oz., \$2.75.

**\*Brilliance** (Erikssoni). Attractive crimson red. Outstanding color in combinations. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$1.50.

**\*Baby Alba** (Erikssoni). Good size, clear white. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$1.50.

**Mixture.** Carefully balanced mixture of best of above colors. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.00;  $\frac{1}{32}$  oz., \$1.75.

**ERIKSSON'S NEW STRAINS.** Careful personal inspection assures us of the value of the following new strains introduced this season by Ernst Eriksson, Primula specialist of Riverside, Ill. Seed offered is originator's in his own sealed packets. (Descriptions are Mr. Eriksson's.)

**Glory of Riverside Improved.** True rose pink; a strong grower and a real pot plant variety especially for 6-7 in. sizes.

**Eriksson's New Giant.** Color similar to above, very robust habit with flowers up to  $1\frac{1}{2}$  inches. Somewhat later blooming, assuring a longer Primula season.

**Eriksson's Deep Red (Brilliance).** Flowers open lavender, changing to brilliant red. An attractive and unusual combination.

**Eriksson's Pure White (Improved).** A real improvement in white Malacoides. Flowers profusely on numerous stems; germination good.

Above each: 500 seeds, \$1.00; 2000 seeds, \$3.00; 6000 seeds, \$8.00.

**Baby Rose.** A good deep pink with free flowering habit.

**Eriksson's Special Mixture.** A choice selection of the above varieties.

Above Two Varieties. 800 seeds, \$1.00; 2000 seeds, \$2.00; 6000 seeds, \$5.00.



*The demand for white flowers is reflected in the popularity of this color in Malacoides Primula.*

### CHINESE PRIMULA (Sinensis)

(18,000 seeds per ounce)

There is a wide and attractive range of colors in this class. Easily grown and popular with retail growers, but they shatter too easily for much handling. Sow during May or June for strong 5 in. Xmas pot plants. This seed is produced in Europe and we hope to receive last fall's seed harvest in time for sowing next spring.

**\*Dazzler.** Vivid orange red. Outstanding color in this class. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$2.50.

**Chiswick Red.** Rich bright red. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25;  $\frac{1}{32}$  oz., \$2.25.

**Coerulea.** Very excellent light blue. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.75;  $\frac{1}{32}$  oz., \$3.25.

**Defiance.** Deep red, dark center; fine. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25;  $\frac{1}{32}$  oz., \$2.00.

**Duchess.** White with attractive Tyrian rose center. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25;  $\frac{1}{32}$  oz., \$2.00.

**Gigantea Alba.** Extra large clear white. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25;  $\frac{1}{32}$  oz., \$2.00.

**Heath Rose.** Splendid bright rose-pink; fine compact habit. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25;  $\frac{1}{32}$  oz., \$2.00.

**Rose Queen.** Large bright carmine rose. Excellent. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25;  $\frac{1}{32}$  oz., \$2.00.

**\*Special Mixture.** An extra large flowered hybrid mixture of all above as well as many new shades. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$2.50;  $\frac{1}{32}$  oz., \$4.75.

**Primula Kewensis** (Not a Chinese Primula). Deep yellow winter flowering pot plant. 10 to 12 in., nice. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.25.

Don't pass up the value of the several so-called Hardy Primulas such as Kewensis, and such Veris strains as Kleyni and Colossea for spring forcing; they are choice and colorful. Complete listing in perennial pages; except Kewensis above.

*The Malacoides class of primula are half hardy so grow cool with plenty air.*



# BALL Calendula

(3,000 Seeds  
per Ounce)

Originated and introduced by us over 20 years back, Ball Calendula continue today the only class used for cut flower purposes.

A sowing during January or early February will produce a heavy spring crop, or the early or winter crop that is cut down by Valentine's Day will break from the base and come back with a heavy spring crop.

## FORCING VARIETIES

**NOTE:** Our strains of Ball Calendula are to be had only in our packets.

**Prices (EXCEPT MIXTURES):** Tr. pkt., 40c; ¼ oz., 60c; 1 oz., \$2.00; 2 ozs., \$3.50; 4 ozs., \$6.50; 1 lb., \$20.00.

Prices on weight lots will be accepted on 2 or more varieties together. For instance, on ¼ oz. each of 4 varieties, instead of allowing 60c each, the ounce price of \$2.00 will be accepted, or, 1 oz. each of 4 different varieties should be priced at \$6.50.

\***Ball Improved Long Orange.** Attractive bright golden orange with light eye; a clearly lighter color than our regular Long Orange; outstandingly long stemmed and large flowered.

\***Ball Long Orange.** We are pleased to offer a new much deeper and more intensely colored selection of this old favorite.

**Ball Sensation.** Similar to our Ball Long Orange.

\***Ball Masterpiece.** Long stemmed clear deep orange with brown center. Attractively contrasting colors and free flowering habit.

**Ball Supreme.** Similar to Masterpiece, but not quite so deep a color and as large a flower. Outstanding for free flowering habit.

\***Ball Gold.** Extra long stemmed, large deep golden yellow; light eye.

\***Ball Lemon Queen.** Deep lemon yellow with attractive brown eye; our most popular yellow.

**Ball Apricot.** Light straw or buff color with showy dark center; some color variation but attractive.

**Campfire.** Fine new extra deep intense orange; good cut flower habit.

**Ball Formula Mixture.** Carefully made up of the above varieties with fully half orange. Intended for retail growers.



*House of Well-Grown Ball Gold Calendula.*

**Ball Art Shades Mixture.** Many original and interesting color variations, many being new in Calendula and hard to "true up."

**Prices on BOTH above MIXTURES:** Tr. pkt., 35c; ¼ oz., 50c; 1 oz., \$1.50.

## Calendula for Bedding

\***Orange Shaggy.** Petal tips of this bright orange variety are finely fringed giving it a distinctive appearance.

**Frisled Beauty.** New deep orange, attractively frilled.

**Sunshine.** Chrysanth. Loose petaled bright yellow; upright growth with fair stems. Prices on above three items: Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

\***Apricot Queen.** Apricot-buff with petal tips orange. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.10.

**Prices on the following, each:** Tr. pkt., 15c; 1 oz., 50c; 4 ozs., \$1.75; 1 lb., \$5.25.

**Radio.** Bright orange, quilled petals, quite attractive.

**Radio Golden Beam.** Clear yellow Radio.

**Lemon Queen.** Light lemon yellow, somewhat taller in growth.

**Orange King.** Dark centered deep orange; for bedding.

**Ball Bedding Mixture.** Well proportioned mixture.

## SCHIZANTHUS

After January 1 we do not recommend using our Ball Dwarf strain for spring pot plants. The stronger or taller growers sown after this date will make excellent 3 in. pot plants for spring combinations. Our Brilliant Blend mixture will make a somewhat larger plant than will the more compact Monarch strain that is better for the earlier sowing.

\***Ball Dwarf Mixture.** We have been perfecting this strain for a number of years and now have it up to 75-80% true dwarf with a fairly good color range. Because of its dwarf habit, we do not care to flower it in larger than a 4 in. pot. Tr. pkt., 50c; ½ oz., \$1.50.

\***Ball Brilliant Blend.** A carefully blended mixture of medium dwarf strains, all large flowered with fairly dark bright colors. Well suited to cutting; if properly pinched, makes fine pot specimens. Tr. pkt., 35c; ½ oz., 75c; ¼ oz., \$1.15.

**Dr. Badger's Improved Hybrids.** An extra large flowered strain with choice colors and medium dwarf habit. Tr. pkt., 35c; ¼ oz., \$1.00.

\***Pansy-Flowered (Danbury Park).** The only true Pansy-flowered strain we have ever flowered. Comes true to large flat pansy-like flowers. Soft pastel shades. Tr. pkt., 35c; ½ oz., \$1.00. A few **Originator's packets** at 75c each.

\***Giant Blotched.** Noted for its brightly colored flowers, each having a bold dark center. Tr. pkt., 50c; ½ oz., \$1.25.

**Monarch Strain (Hurst).** Extra large flowered. Has same medium tall habit and choice range of colors; many bright rose shades. Tr. pkt., 50c; ½ oz., \$1.00.

**Bridal Veil.** Pure paper white. Tr. pkt., 35c; ½ oz., \$1.00.

*Most profitable Calendula are flowered during mid-winter from August sowing.*



# BEGONIAS

## FIBROUS ROOTED

(Semperflorens and Gracilis)

30,000 seeds per  $\frac{1}{32}$  oz.

Widely popular and easily grown class for bedding and pot plants; choice for combinations. In Europe, where summer temperatures are not so extreme they do well for bedding in the open. But in most of America they must be protected some by partial shade, well enriched, light soil and water when needed. Nice  $2\frac{1}{2}$ -3 in. pot plants are produced in 3-4 months from seed sowing. Improvement in this class is toward dwarf or compact habit. Red and Pink Pearl, Adeline, King of the Reds, Darling, Scandinavia, Glow and Luminosa Compacta are outstanding in this dwarf habit. But such varieties are not as strong in ability to stand out door work as are the taller growers. Except Rose and Pink Pearl, we have fair supplies of seed of most varieties as this catalog goes to press, and we expect to receive more.

**\*Adeline.** Extra dwarf small but free flowering bright pink. Closely resembles the distinctively compact habit and color of Pink Pearl. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$2.00;  $\frac{1}{32}$  oz., \$3.85.

**Albert Martin.** Large bright carmine. Tr. pkt., 50c;  $\frac{1}{32}$  oz., 85c.

**\*Carmen.** The original bronze-leaved Begonia. Flowers a bright rose-pink contrasting nicely with the dark foliage. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$1.75;  $\frac{1}{32}$  oz., \$3.25.

**Christmas Cheer.** Fairly dwarf crimson scarlet. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$1.40;  $\frac{1}{32}$  oz., \$2.25.

**\*Darling.** Bright clear pink under glass, deepening outdoors. Unusually compact habit and very large flowers. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$2.25;  $\frac{1}{32}$  oz., \$4.00.

**Elegant.** Unusually large soft pink flowers with luxuriant green foliage. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$2.00;  $\frac{1}{32}$  oz., \$3.50.

**Erfordia.** Clear pink; free flowering. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.50.

**Essen.** Fine bright rose-red with green foliage. Tr. pkt., \$1.00;  $\frac{1}{128}$  oz., \$2.00;  $\frac{1}{64}$  oz., \$3.25.

**\*Fire Sea (Blaze of Fire).** Large fiery red with green foliage. Tr. pkt., \$1.00;  $\frac{1}{32}$  oz., \$2.00.

**Glory of Erfurt.** Large bright carmine-rose. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.15;  $\frac{1}{32}$  oz., \$2.00.

**\*Glow (Glut).** Showy red flowers with green foliage. Good pot plant habit. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$1.60;  $\frac{1}{32}$  oz., \$3.00.

**Gustav Knaake.** Salmon-pink, resembling Melior. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.50.

**\*Indian Maid.** Foliage a deep lustrous bronze with richly contrasting scarlet flowers. Outstanding for color effect; good dwarf habit. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$2.00;  $\frac{1}{32}$  oz., \$3.50.

**\*King of the Reds.** Glowing red flowers, green foliage, and a vigorous but dwarf habit making it valuable for pots or border work. Very similar in color and dwarf compact habit to Red Pearl. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$2.00;  $\frac{1}{32}$  oz., \$3.85.

**Lightning.** Strikingly large carmine-scarlet flowers; deep green foliage. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$1.50;  $\frac{1}{32}$  oz., \$2.60.

**Luminosa.** Deep scarlet, reddish brown foliage; fine. Tr. pkt., \$1.00;  $\frac{1}{32}$  oz., \$1.75;  $\frac{1}{16}$  oz., \$3.00.

**\*Luminosa Compacta.** Very dwarf, rather small but extra free flowering pot plant strain; approaches Red Pearl in habit and color. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$2.00;  $\frac{1}{32}$  oz., \$3.85.

**Mignon.** Brilliant salmon-scarlet; semi-dwarf. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.75.

**\*Pink Pearl.** Same extra compact habit as Red Pearl, but flowers are a clear rose-pink. Originator's Tr. pkts., only, \$1.25.

**Prima Donna.** Light rose-pink shading to carmine outdoors; medium dwarf. Tr. pkt., \$1.00;  $\frac{1}{32}$  oz., \$2.15.

**Radio.** Quite large flowered carmine-scarlet. Tr. pkt., \$1.00;  $\frac{1}{32}$  oz., \$2.25.

**\*Red Pearl.** Bright scarlet flowers freely produced on extra compact plants; unusually dwarf habit. Originator's Tr. pkts., only, \$1.25.

**Scandinavia.** New large flowered pot plant strain; good bushy habit with attractive dark green foliage; attractive shade of pink. Tr. pkt., \$1.00;  $\frac{1}{64}$  oz., \$2.25.

**Scarlet Queen.** Large scarlet; bronze green foliage. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.50.



*The fibrous rooted Begonias reach their highest usefulness as pot plants for spring sales. Sow seed any time from May to December.*

**Snow.** Pure paper white large flowered; good medium dwarf habit. Tr. pkt., \$1.50;  $\frac{1}{128}$  oz., \$2.75;  $\frac{1}{64}$  oz., \$5.00.

**Tausendschoen.** Fairly heavy growing deep rose-pink; large and free flowering. Tr. pkt., \$1.50;  $\frac{1}{128}$  oz., \$4.50;  $\frac{1}{64}$  oz., \$8.00.

**Vernon.** Deep blood-red and dark leaved; medium dwarf. Tr. pkt., 35c;  $\frac{1}{16}$  oz., 75c.

**\*White Pearl.** We offer a particularly choice large flowered strain of this standard white. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.65.

**Mixture.** Of all colors in this class. Tr. pkt., 50c;  $\frac{1}{32}$  oz., \$1.00.

## TUBEROUS ROOTED BEGONIAS

We call attention to the fact that most kinds in this class can be grown into 4 in. pot plants in 6 months from seed sowing; but Begonia seed is quite small and must be handled carefully.

**Mrs. Helen Harms (Multiflora fl. pl.).** A fine deep Primrose yellow, previously propagated only by cuttings. Flowers double and about 1 in. across; quite attractive. Tr. pkt., \$1.50;  $\frac{1}{128}$  oz., \$7.75;  $\frac{1}{64}$  oz., \$15.00.

**\*Multiflora Nana Mixed.** Pleasing mixture of small but freely produced double flowers; similar in type to Helen Harms. Tr. pkt., \$1.00;  $\frac{1}{128}$  oz., \$2.25;  $\frac{1}{64}$  oz., \$4.25.

**Narcissus-Flowered.** Flowers closely resembling Narcissus and about 3 in. across. Attractive mixture. Tr. pkt., \$1.50;  $\frac{1}{128}$  oz., \$5.50.

**Large Flowered Single Mixed.** Attractive shades of orange, rose, scarlet, etc. Quite large flowered; from 3 to 4 in. Tr. pkt., 50c;  $\frac{1}{64}$  oz., \$1.25.

**Large Flowered Double Mixed.** Not quite so large as above but fully double flowers. Tr. pkt., \$1.50;  $\frac{1}{128}$  oz., \$3.50;  $\frac{1}{64}$  oz., \$6.50.

**\*Lloyd Mixed.** Of graceful pendulous habit. Nice 4 in. plants mature in 6 to 7 months from the sowing of seed. Flowers double, about 2 in., and in shades of scarlet, salmon, and white. Tr. pkt., \$1.00;  $\frac{1}{128}$  oz., \$3.00;  $\frac{1}{64}$  oz., \$5.00.

**Lloyd Red Shades.** Similar to above but shades of scarlet. Tr. pkt., \$1.50;  $\frac{1}{128}$  oz., \$3.75.

**Rex Hybrids.** Ornamental leaved mixture of Rex Begonias; many unusual variations. Seed is small and must not be covered. 500 seeds, \$1.50; 1,000 seeds, \$2.85.

*In light soil partial shade and water begonias are effectively used for bedding in our latitude.*



# Annual Larkspur

(8,000 seeds per oz.)

Long stems and choice colors explain the increasing interest in this half hardy annual. A Jan.—early Feb. sowing grown on a raised bed, 45–48° house should get in for Mother's Day, with long enuf stems for any purpose. Also, it grows along fast enuf to resist rot better than a fall planting that must go thru the depth of winter and that usually makes an unnecessary amount of growth, especially if in a deep bed. Much sowing is also done around March 1 to grow into young plants for outdoor planting. Such a start, of course, produces an earlier crop than a later outdoor sowing. In sections further south than we are, such a start might not pay so well because of early crops from outdoor fall sowings that make established plants before winter sets in. Don't over-enrich the soil for this crop to the extent of producing soft growth because such growth clearly is more susceptible to rot than when it remains more firm as in moderately enriched soil. After the crop gets well into growth, top dress with a balanced fertilizer; this puts life and color into it. To make a profitable growth outdoors Larkspur must, when in need of it, be watered.

California seed growers, who produce most of the world's Larkspur seed, are exceedingly active in the improvement of this crop. New varieties come to us annually and in our greenhouses will be found tests of all of them. Needless to say, such as are substantial improvements are offered by us. Varieties marked \* we find the best both thru general demand and our greenhouse trials.

## BASE BRANCHING OR IMPERIAL VARIETIES

The preferred type for cut flowers.

\***Blue Bell.** Clear mid-blue; excellent.

\***Blue Spire.** Strong deep violet blue.

**Carmine King.** Carmine-rose.

**Daintiness.** Rather light lavender shade; we prefer Sweet Lavender.

**Dazzler.** Fine large carmine-rose; more uniformly deep carmine color than Carmine King.

**Exquisite Pink Improved.** Fine soft pink.

\***Gloria Improved.** Bright rose-pink; the preferred rose.

\***Lilac Queen.** Rich lilac-lavender.

**Los Angeles Improved.** Bright salmon-rose; fine habit.

**Miss California.** Pink shaded salmon.

\***Sweet Lavender.** Clear, even lavender color; fine strong spikes and large double flowers.

\***White King.** Finest white; large flowered and pure color.

**White Spire.** Good white.

**Formula Mixture.** Specially blended of good cut flower colors in above list.

Prices on all above varieties and Formula Mixture: Tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$10.00. 4 ozs. of any one variety at lb. rate.

**Rosalind.** Rose with light salmon diffusion; shatter proof and extra strong growing. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

## STOCK-FLOWERED VARIETIES

**Mauve Beauty (New).** Pure mid mauve; new color in the Stock Flowered group. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

**Dark Blue.** A rather deep but bright shade.

\***Lilac Supreme.** A bright strong shade of lilac; excellent.

**Lilac Imp.** Pleasing shade of lilac.

**Los Angeles.** Bright salmon-rose.

\***Rosamond.** Deep rose; excellent.

**Rose Queen.** Very attractive rose-pink.

**Sky Blue.** Good light blue.

**White.** Prefer White King.

**Formula Mixture** of the above.

Prices on all above varieties and Formula Mixture: Tr. pkt., 20c; ½ oz., 30c; 1 oz., 50c; 1 lb., \$5.00; 4 ozs., of any variety at pound rate.

*Larkspur and Delphinium seed require uniform moisture and cool temperature to germinate well.*



*Showing why the new Imperial or Base-Branching varieties are preferred for long-stemmed cutting.*

## GIANT HYACINTH FLOWERED

Produces one long non-branching spike. Fine for long stemmed cut flower purposes. Germination somewhat uncertain.

**Dark Blue, Pink, Purple, White.** EACH: Tr. pkt., 25c; ¼ oz., 30c; ½ oz., 50c; 1 oz., 80c; 1 lb., \$8.00. 4 ozs. of any one variety at lb. rate.

**Mixed:** Tr. pkt., 15c; ½ oz., 30c; 1 oz., 55c; 1 lb., \$5.50.

## DWARF EMPEROR TYPE

Less than half the height of the regular cut flower kinds and much used for bedding.

**Ageratum Blue.** Well named and a pleasing color. Tr. pkt., 25c; ½ oz., 40c; 1 oz., 75c.

**Mixture** of all colors in this type. Tr. pkt., 20c; ½ oz., 35c; 1 oz., 60c.



## MISCELLANEOUS ANNUALS

**R** Indicates varieties suitable for rock garden work.

(\*) Indicates varieties most dependably satisfactory in our experience and observation.

### How Many Seeds Per Ounce?

In reply to numerous requests we include with this catalog again the number of seeds per ounce of important items listed. For example: **Abutilon Mixed**—7000 S. means 7000 seeds per ounce. The figures are conservative and will vary with the season. Also note that it must include a varying percentage of immature seeds that are an inseparable part of most varieties. For this reason these figures must **not** be accepted as indicating the number of plants to be expected. Under favorable germinating conditions most large seeds will germinate 50 to 60 per cent. Most annuals will run some higher. Quite small seeds are more easily destroyed, therefore require more careful attention and the germination percentage is usually lower.

### ABRONIA

**Umbellata.** (Sand Verbena). 1600 S. A creeping or trailing annual producing attractive heads of pink flowers thruout the summer season. Grows well in dry, hot locations. Our spring-sown trial ground row measured 4 in. high and spread to 24 in. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 65c.

### ABUTILON

**Giant Flowered Mixed** (Hyb. Maximum). 7000 S. (Flowering Maple). Ours is the extra large early flowering strain. Attractive for pot, conservatory, or bedding where climates permit. Tr. pkt., 35c; ½ oz., \$1.25.

### ACHIMENES

**Mixed.** Very attractive pot or hanging basket plant for warm houses. Very fine seed. Tr. pkt., \$1.00.

### ACROCLINIUM

**New Hybrids.** 8500 S. An attractive Strawflower for spring cutting. Ours is the extra large semi-double strain. Choice bright colored flowers with dark "eyes." Tr. pkt., 15c; ¼ oz., 30c; 1 oz., 85c.



*Acroclinium Giant flowered strain.*

### AGATHEA

**Coelestis.** (Felicia amelloides or Blue Daisy). 27,000 S. 30 in. Tall blue daisy for greenhouse and conservatories. Seed of irregular and slow germination. For the dwarf blue daisy see Felicia Bergeriana, page 32. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

### AGERATUM

**MEXICANUM.** 200,000 S. Most seed-produced strains vary some in habit.

\***Blue Ball.** 6-10 in. Our most even large flowered strain. Tr. pkt., 15c; ¼ oz., 30c; 1 oz., 90c.

\***Midget Blue.** 4 to 6 in. A fine uniformly dwarf, compact, small flowered, clear blue strain.

Tr. pkt., 35c; ¼ oz., \$1.35; 1 oz., \$4.75.

**Blue Cap.** 6-12 in. Medium large flowered. Fairly even. Tr. pkt., 25c; ¼ oz., 80c; 1 oz., \$3.00.

**Blue Perfection.** 10-15 in. Large flower heads; light blue. Tr. pkt., 15c; 1 oz., 85c.

**Imperial Dwarf White.** 10-12 in. Fairly even medium sized white. Tr. pkt., 15c; 1 oz., 60c.

**Little Blue Star.** 8-10 in. Small flowered light blue. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

**Little Dorrit Blue.** 8-12 in. Quite small flowered light blue. Tr. pkt., 15c; 1 oz., 75c.

**Little Silver Star.** 10 in. Dwarf, small flowered silvery white. Tr. pkt., 30c; ¼ oz., 90c.

**Purple Perfection.** 5 in. Very dwarf restricted growth and late flowering. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 90c.

**Red Riding Hood.** 6-10 in. Even small flowered pink with red center. Tr. pkt., 35c; ½ oz., 75c.

**Tall Blue.** 24 in. Large flowered even strain for cutting. Tr. pkt., 15c; 1 oz., 40c.

### ALOE

\***Variegata.** (Tiger Aloe). A very popular and generally satisfactory house plant. Attractive variegated succulent leaves. Nice 1 and 2 in. pot plants produced in 1 year from seed sowing. 100 seeds, \$1.25; 1000 seeds, \$9.00.

### ALYSSUM

90,000 S. According to our annual trials, the following are the finest reselected strains available.

\***Carpet of Snow.** (Procumbens Snowcloth). Well named, very dense flat masses of white flowers, 3 to 4 in. high by 8 in. wide. Exceptionally even strain. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c; 4 oz., \$2.25.

\***Violet Queen.** (New). A true deep lilac Alyssum of the dwarf, compact type found in Lilac Queen but much deeper in color. Anyone who uses Lilac Queen should change to this new deep variety. Tr. pkt. 35c; ¼ oz. 75c; 1 oz. \$2.60.

\***Little Gem.** 5 in. Dense flower heads but not spreading. Tr. pkt., 15c; 1 oz., 50c; 4 oz., \$1.75.

**Lilac Queen.** 5 in. Same as above but light lilac turning deeper in fall. Tr. pkt., 15c; 1 oz., 50c.

**Maritimum** (Sweet Alyssum). 10 in. Medium tall strain. Tr. pkt., 10c; 1 oz., 25c; 4 oz., 60c.

For Perennial Alyssum, see page 42.

### AMARANTHUS

28,000 S. Attractively variegated leaved varieties preferring dry, open locations. Plants do better when not transplanted.

**Molten Fire.** 4 ft. Deep red variegated foliage.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.

**Salicifolius.** 30 in. (Fountain Plant or Willow Leaved Amaranthus). Attractively curled and twisted narrow deep bronze leaves. Tr. pkt., 15c; 1 oz., 75c.

*Constructive criticism is valuable—let's have it.*



## MISCELLANEOUS ANNUALS—Continued

### ANCHUSA

**Blue Bird** (Capensis). 1100 S. Attractive deep Forget-Me-Not blue flowers. 18 to 24 in. Tr. pkt., 15c; 1 oz., 60c.

For **Perennial Anchusa**, see page 42.

### ANTHEMIS

\***Arabica**. 90,000 S. An attractive symmetrical plant covered with bright yellow, daisy like flowers. Our trial ground row reached a height of 18 in. by 24 in. wide from an April 5th sowing. Very early and free flowering. Should make a colorful bedding or border plant. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

For **Perennial Anthemis**, see page 42.

### ARCTOTIS

**Breviscapa Aurantiaca**. 7700 S. 6 in. Single daisy-like orange flowers with dark centers. Tr. pkt., 35c; ¼ oz., 65c.

**Grandis**. 25,000 S. 2 to 3 ft. Single silvery white flowers with lilac shading and dark center. Tr. pkt., 15c; 1 oz., 50c.

### ASPARAGUS

750 S. Our seed comes from a California specialist and germinates 65-75%. New crop available about Feb. 1st. Must have at least 65 deg. soil temperature for proper germination.

**Plumosus**. The finer textured variety.

**Sprengeri**.

Prices on above: 100 seeds, 25c; 250 seeds, 40c; 1000 seeds, \$1.00; 5000 seeds, \$4.50; 1 lb., \$8.00.

For hardy **Asparagus Verticillatus**, see page 43.

For **Baby's Breath**, see *Cypsophila* page 33.

### BALSAM 3300 S.

\***DOUBLE BUSH FLOWERING**. 15 in. Because flowers are produced above the foliage, this class is by far the most attractive and showy for most kinds of work. May be sown direct as late as mid-June for August flowering. Following strains are absolutely even in habit.

**Cinnabar** (Scarlet). A rich deep salmon-scarlet.

**Rose**. A pleasing pastel rose-pink.

**Mixture** of all colors in this class.

Each: Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.15.

**Double Camellia-flowered Mixture**. 24 in. Attractive brightly colored mixture. Tr. pkt., 15c; 1 oz., 60c.

For **Bachelor Button**, see *Centaurea Cyanus*, page 29.

For **Ornamental Banana**, see *Musa*, page 35.

For **Blue Lace Flower**, see *Didiscus*, page 32.

### BRACHYCOME

**IBERIDIFOLIA**. (Swan River Daisy). 140,000 S. 6 to 8 in. plants bearing small single flowers quite freely. Nice for edging.

**Azure Fairy**. Azure-blue, the most popular color.

Tr. pkt., 15c; 1 oz., 85c.

**Mixture** of all colors in this class.

Tr. pkt., 15c; 1 oz., 75c.

### BROWALLIA

65,000 S. Fine winter and spring pot plants. Nice also in beds and borders with some shade.

**Speciosa Major**. 10 in. Standard blue variety.

Tr. pkt., 35c; ¼ oz., \$1.00.

**Speciosa Major Alba**. White form of above.

Tr. pkt., 50c; ¼ oz., \$1.50.

**Viscosa Compacta Sapphire**. More compact than above with a profusion of small attractively light eyed flowers.

Tr. pkt., 35c; ¼ oz., \$1.00.



As they show up in our out-door trials. Sapphire much better foliage, but not as free flowering. Both make fine early spring pot plants.

### CACALIA

**Coccinea** (Tassel Flower). 56,000 S. Small light fiery scarlet flowers on 30 in. stems. Very easily grown and free flowering. Tr. pkt., 15c; 1 oz., 50c.

For **California Poppy**, see *Escholtzia* page 32.

### CALCEOLARIAS

About 20,000 seeds per ½ oz.

**HYBRIDA GRANDIFLORA**. (Large Flowered varieties).

\***Dwarf Tigered and Spotted Mixed**. Uniformly dwarf tigered and spotted mixture. Showy large flowers and attractive colors. Tr. pkt., \$1.00; ¼ oz., \$2.50; ½ oz., \$4.50.

**Albert Kent**. Flowers golden-yellow with large red blotch on each. Tr. pkt., \$1.00; ¼ oz., \$2.50.

**Albert Kent Hybrids**. Intermediate in size of flowers. Very excellent color range. Tr. pkt., \$1.00; ¼ oz., \$2.00.

\***Cloth of Gold**. Medium sized golden-yellow flowers very freely produced; dwarf and very showy. Tr. pkt., \$1.00; ¼ oz., \$2.25.

**Kelway's Perfect Model**. We supply originator's seed of this well known strain. Wide range of colors and strong growth. Tr. pkt., \$1.00; ¼ oz., \$2.25; ½ oz., \$4.25.

**Tigrina**. All flowers attractively tigered or spotted; medium size flowers and fairly tall growth. Tr. pkt., \$1.00; ¼ oz., \$2.50.

\***Mixture of Grandiflora colors**. Tr. pkt., \$1.00; ¼ oz., \$2.00; ½ oz., \$3.50.

**Monarch Strain**. A strong growing, attractively colored Grandiflora mixture. About ten days later than regular mixtures but very fine. Tr. pkt., \$1.00; ¼ oz., \$2.25; ½ oz., \$4.00.

**MULTIFLORA NANA CLASS**. Most popular for smaller pot plant sales; dwarf, free flowering and brightly colored.

\***Multiflora Nana Mixture**. Most widely used. Uniformly dwarf and very attractive. Tr. pkt., \$1.00; ¼ oz., \$2.00; ½ oz., \$3.65.

**Golden Tiger**. Golden-yellow, richly spotted red; excellent. Tr. pkt., \$1.00; ¼ oz., \$2.00; ½ oz., \$3.60.

Permanent success in selling flowers, seeds or plants calls for practical information about them, plus courtesy.



## MISCELLANEOUS ANNUALS—Continued

### CALCEOLARIAS—Continued

**Indian Prince.** Rich deep scarlet, of good multiflora nana habit. Throws a few golden-yellow rogues, but both are very attractive. Tr. pkt., \$1.00; 1/28 oz., \$2.15; 1/64 oz., \$4.00.

#### RUGOSA TYPE.

\***Flower Cloud.** Very free blooming semi Rugosa type. Flowers medium small in bright shades of yellow, orange and brown, a good shipper. Tr. pkt., \$1.00; 1/28 oz., \$3.75.

**Perennial Hybrids.** A very small flowered type used for large exhibition work and for bedding in moderate climates. Tr. pkt., \$1.00.

### CALLA

**Elliottiana.** 450 S. The yellow Calla Lily. Seed germinates readily but requires two years' growth to flower. Tr. pkt., 50c; 1/4 oz., 85c; 1 oz., \$2.75.

### CALLIOPSIS

90,000 S. Very free flowering dwarf bedding plants.

**Golden Wave** (Drummond). 12 in. Semi-double strain. Flowers 1 in., golden yellow with dark eye. Tr. pkt., 10c; 1 oz., 20c.

**Dazzler.** 6 to 8 in. Rich maroon margined golden yellow. Very bright combination. Tr. pkt., 15c; 1 oz., 50c.

**Dwarf Mixture.** 6 to 8 in. Attractive dwarf compact mixture of yellow and red shades. Tr. pkt., 15c; 1 oz., 30c.

### CAMPANULA (Annual)

50,000 S. These strains flower 6 months from sowing.

**Annual Canterbury Bells Mixture.** 2 ft. Annual form of the well known perennial. Tr. pkt., 15c; 1/4 oz., 20c; 1 oz., 65c.

**Fragilis.** Of graceful pendulous habit suitable for pots and hanging baskets; azure-blue. Tr. pkt., 50c; 1/32 oz., \$1.15. For Perennial Campanulas, see page 43.

### CANDYTUFT 9500 S.

#### HYACINTH-FLOWERED.

\***Giant White** (Ball Strain). We continue to handle exclusively our own greenhouse bred strain that is unsurpassed for uniformity and large flowers. Tr. pkt., 20c; 1/2 oz., 40c; 1 oz., 75c; 4 ozs., \$2.35; 1 lb., \$7.50.

**Miniature Gem.** A nice very early flowering rock or border plant. Same as above but 4 in. high. White.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 75c.

**UMBELLATA.** A popular spring cut flower. Sow in January, plant out 8 x 10 in. The starred (\*) varieties we find best for market growing.

\***Carmine**

**Flesh-Pink**

\***Rose Cardinal**

**Crimson**

\***Lavender** (Lilac)

**White**

And our special **Formula Mixture.**

Each: Tr. pkt., 15c; 1 oz., 40c; 4 ozs., \$1.00.

**Dwarf Hybrids Mixture.** An attractive 3 to 4 in. miniature of above. Very early. Tr. pkt., 15c; 1 oz., 50c.

For Perennial Candytuft, see Iberis, page 46.

### CARNATION

14,000 S. From an early sowing planted outdoors, preferably under cloth protection, and disbudded, these strains, with the exception of Engelmann's, will produce a nice crop of summer Carnations for cutting. Some supporting necessary.

**Engelmann's Gold Medal Mixture** (Perpetual Flowering). Shouldn't be confused with the following strictly outdoor varieties.

A hybrid mixture of the Perpetual or greenhouse types containing many original colors. We handle only the originator's seed.

Originator's pkt., \$1.50.

**Marguerite Double Mixture.** 15-20 inch. A very free flowering summer Carnation. Ours is a reselected strain of this old garden favorite. Tr. Pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

*Dwarf Fiery Feather Celosia has possibilities for North and South that are worth studying.*



*Golden and Fiery Feather Celosia planted in these boxes from the field after frost cut down Geraniums used in them thru the summer.*

### CARNATION—Continued

\***CHABAUD'S GIANT IMPROVED STRAIN.** Our trials this summer favored this reselected type to all others for greater percentage of large fully double flowers and trueness to color.

\***Cardinal Red**  
(Sparkler)

**Deep Salmon**  
(Aurora)

\***White**  
(Jeanne Dionis)

**Crimson**  
(Blood Red)

**Flesh-Pink**  
(Reine Rose)

**Yellow**  
(Marie Chabaud)

\***Deep Rose**  
(Rose Queen)

**Formula Mixture** of all colors in this class.

Each: Tr. pkt., 30c; 1/4 oz., 65c; 1 oz., \$2.25.

**ENFANT DE NICE.** A fine standard strain.

**Red, Salmon, White,**

**Formula Mixture**

Each: Tr. pkt., 50c; 1/8 oz., \$1.00.

For the hardy **Carnation Grenadin**, see page 43.

For **Castor Bean**, see Ricinus, page 38.

### CELOSIA

28,000 S. Easy to grow, fine for spring pot plants, beds, and borders as well as showy mass effects, all characterize Celosia and help to explain the rapid increase in popularity of this showy annual. For outdoor bedding and border work, seed may be sown direct as soon as warm weather sets in, or sown in pots earlier for transplanting. Recently introduced strains, especially in the dwarf classes, are very uniform in habit.

**Spicata.** 5 ft. Very narrow upright row. Bright rose flowers that dry well.

Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.25.

**PLUMOSA.** Plumed or feathery type producing spire-like branches mostly from base of plant. The new dwarf varieties are finding wide use both for bedding and as spring pot plants. The taller strains are very showy and may be used for cutting.

These two Feather varieties can be lifted to pots or transplanted from open ground when in full flower, much the same as hardy mums. This, of course, increases their value for decorative work.

\***Dwarf Fiery Feather** (Pyramidalis). 12 in. Very attractive pyramid formation with fiery red spires. The standard variety.

\***Dwarf Golden Feather** (Pyramidalis). 15 in. Same as above but slightly taller and golden yellow.

Each: Tr. pkt., 25c; 1/8 oz., 60c; 1/2 oz., \$2.00.

**Flame of Fire.** 14 in. A fine dwarf compact strain. More solidly compact than above and some later flowering. Must be started early. Tr. pkt., 30c; 1/4 oz., \$1.00.



## MISCELLANEOUS ANNUALS—Continued

### CELOSIA—Continued

- \***Scarlet Plume.** 4 ft. Brilliant crimson-scarlet. Very colorful for fall borders and for cutting.  
Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.
- \***Golden Plume.** Tall. Same as above except in color.  
Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.
- \***Thompsoni Magnifica.** Ours is a fine even strain of this popular variety with a complete color mixture.  
Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.25.
- CRISTATA.** The popular Cockscomb type. After extensive trials the past season, we have found reselected strains in the dwarf type that are uniformly large combed and of even dwarf habit. Fine for specimen pot work in spring.
- \***Empress (Dwarf).** 12 in. Large crimson combs with deep reddish leaves. Tr. pkt., 25c; ¼ oz., 65c.
- \***Golden Yellow (Dwarf).** 12 in. Yellow combs with light green foliage. Tr. pkt., 25c; ¼ oz., 50c.
- Glasgow Prize.** (Pres. Thiers). 12 to 15 in. Deep crimson combs set in bright green leaves. Tr. pkt., 25c; ¼ oz., 65c.
- \***Dwarf Mixture.** 15 in. A choice mixture of all colors in this class with both light and dark foliage.  
Tr. pkt., 25c; ¼ oz., 65c.
- \***Royal Velvet.** An absolutely uniform strain of semi-tall "Cockscomb" Celosia. Crimson combs borne well above foliage on 24 to 30 in. stems. Reddish green foliage. Fine for cutting or decorative work. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.50.
- Tall Mixture.** 40 in. Mixture of all colors in the tall class.  
Tr. pkt., 15c; 1 oz., 65c.
- CHILDSIL.** Chinese Woolflower. An attractively different type with knobs or ball-like formations on the end of each branch. 80% true.
- |   |             |                |
|---|-------------|----------------|
| <b>Crimson</b>                                  | <b>Rose</b> | <b>Mixture</b> |
| Each: Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35. |             |                |

### CENTAUREA

- Suaveolens** (Yellow Sweet Sultan). 6700 S. Similar to the Imperialis type but not quite as tall and earlier flowering. 18 in. high, thistle-like flowers, bright yellow. Forces well indoors.  
Tr. pkt., 15c; 1 oz., 40c.
- CYANUS.** (Bachelor Button or Cornflower). 6500 S. Very free flowering; useful either for spring forcing (responds well to electric light treatment) or for June and July flowering outdoors from a fall sowing. We list only the new reselected strains.
- \***Blue Boy.** The standard market color.
- Black Boy.** Deep maroon.
- Red Boy.** Carmine-rose.
- \***Pinkie.** Attractive rose.
- Snow Man.** Pure white.
- Formula Mixture** of all colors in this class.  
Each: Tr. pkt., 15c; 1 oz., 40c; 4 ozs., \$1.35; 1 lb., \$4.50.
- Jubilee Gem.** The dwarf compact strain for pots and bedding. 12 to 15 in. Deep blue flowers.  
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.
- IMPERIALIS** (Sweet Sultan). 7500 S. Thistle-like flowers, larger flowered than the Cyanus type.
- |                       |                        |
|-----------------------|------------------------|
| <b>Amaranth Red</b>   | <b>Deep Lavender</b>   |
| <b>Brilliant Rose</b> | <b>White</b>           |
| <b>Delicate Lilac</b> | <b>Formula Mixture</b> |
- Each: Tr. pkt., 15c; 1 oz., 50c.
- AMERICANA.** 2400 S. Still larger than the Imperialis. Valuable for retail growers but doesn't stand shipping well.
- Lilac,** the preferred color.
- White,** and **Mixture** of the two colors. Each: Tr. pkt., 15c; 1 oz., 50c.
- DUSTY MILLERS.** The white-leaved kinds for border work. Cineraria Maritima Diamond also belongs in the Dusty Miller group. See next column.
- Candidissima.** 7500 S. 6 in. The slow growing kind that must be started early. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.
- Gymnocarpa.** 7300 S. 24 in. Heaviest and most rapid grower of the Dusty Millers. Tr. pkt., 15c; 1 oz., 50c.
- For the hardy *Centaurea Montana*, see page 43.  
For *Chinese Forget-me-not*, see *Cynoglossum*, page 31.

### CHRYSANTHEMUM (Annual)

- 9000 S. A valuable after 'Mum crop. Should be spaced at least 12 x 12 in. Respond especially well to electric light forcing. Germination apt to be slow and irregular.
- Burrigeum** (Carinatum). White with crimson zone and brown eye.
- \***Northern Star** (Carinatum). White with yellow zone, brown eye.
- Eastern Star** (Segetum). Pale lemon, golden zone with brown eye.
- Evening Star** (Segetum). Golden-yellow with yellow eye.
- \***Eldorado** (Segetum). Golden-yellow with brown eye.
- Gloria Alba** (Segetum). White with yellow zone and yellow eye.
- Morning Star** (Segetum). Lemon with yellow zone yellow eye.
- Mixture** of all colors in this annual cut flower type.  
Each: Tr. pkt., 15c; 1 oz., 25c.
- For **Hardy Chrysanthemum**, see page 43.

### CINERARIA

- A June sowing will make 5 in. pots for Xmas. The following comprises "All the Best" in varieties taken from our extensive annual trials.
- BERLIN MARKET.** 3,500 S. per ½ oz. Medium large flowered; fairly dwarf.
- |                                     |                     |
|-------------------------------------|---------------------|
| <b>Dark Blue</b>                    | <b>Dark Crimson</b> |
| Each: Tr. pkt., 50c; ¼ oz., \$1.25. |                     |
- \***Weisensee Strain** Mixed.  
Tr. pkt., \$1.00; ¼ oz., \$1.60; ½ oz., \$2.75.
- HYBRIDA GRANDIFLORA.** 3,500 S. per ½ oz. Large flowered fairly tall strain for large specimens.
- |                            |                            |
|----------------------------|----------------------------|
| <b>Azurea.</b> Azure blue. | <b>Kermesina.</b> Crimson. |
|----------------------------|----------------------------|
- Sanguinea.** Deep velvety crimson.  
Each: Tr. pkt., 75c; ¼ oz., \$2.00.
- Gigantea.** Crimson with white eye.  
Tr. pkt., \$1.00; ¼ oz., \$2.25.
- \***Dwarf Mixture** (Grandiflora Nana). Considerably dwarfed and more compact than above varieties. Tr. pkt., \$1.00; ¼ oz., \$1.75.
- MULTIFLORA NANA.** 6,300 S. per ½ oz. Small flowered and very dwarf. Fine for small pots.
- |                                     |                     |
|-------------------------------------|---------------------|
| <b>Dark Blue</b>                    | <b>Dark Crimson</b> |
| Each: Tr. pkt., 50c; ¼ oz., \$1.75. |                     |
- \***Mixture** (Gold Centered Strain). An attractive mixture of all colors in this dwarf class, nearly all flowers being of the attractive gold-centered type.  
Tr. pkt., \$1.00; ¼ oz., \$1.65; ½ oz., \$3.00.

### MISCELLANEOUS STRAINS.

#### TWO POPULAR MIXTURES

- \***No. 1.** Cremers and Berlin Market mixed in equal proportions.
- No. 2.** This contains Cremers 50%; Berlin Market 25%; and Multiflora Nana Mixed 25%.  
Each: Tr. pkt., \$1.00; ¼ oz., \$2.00.

- \***Cremers' Prize Strain Mixture.** 6,300 S. per ½ oz. Medium to small flowers in large wide heads. The standard market strain.  
Tr. pkt., \$1.50; ¼ oz., \$2.25; ½ oz., \$4.00; ¾ oz., \$7.50.
- Eriksson's Private Stock.** A Chicago grower's Berlin Market strain. Originator's Tr. pkt., \$1.00.
- \***Siter's Rainbow Strain.** Attractive light-eyed strain, dwarf.  
Tr. pkt., \$2.00. No seed available until June or July.
- Stellata Mixture.** Small star-shaped flowers; tall growth.  
Tr. pkt., 50c; ½ oz., \$1.25.
- Giant Exhibition Mixture.** (Howard and Smith strain). Our largest flowered and strongest growing strain. For large exhibition work only. Tr. pkt., \$1.00; ¼ oz., \$2.75.
- Plenissima Double Mixed.** Round, ball-shaped double flowers. Of limited commercial value. Tr. pkt., 50c.
- DUSTY MILLER.**
- \***Maritima Diamond.** 10 in. Our finest Dusty Miller strain. Very white foliage and compact even growth.  
Tr. pkt., 15c; 1 oz., 50c.

*There is a practical reason for the increasing interest and numbers of florists' short courses.*



## MISCELLANEOUS ANNUALS—Continued

### CLARKIA

**ELEGANS DOUBLE.** 90,000 S. A popular spring cut flower. Should be sown in January and grown in shallow flats, supported and disbudded to 2 or 3 spikes for long-stemmed flowers. Keep fairly dry after plants are about a foot high and don't feed.

**Albatross.** The best white.

**Apple Blossom.** Light pink.

**\*Brilliant.** Bright deep rose.

Good market color.

**\*Enchantress.** Pleasing shade of salmon-pink.

**\*Orange King.** Excellent fully double orange-scarlet.

**\*Salmon Queen.** Medium light salmon-pink.

**Mixture** of all colors in this class.

Each: Tr. pkt., 15c; 1 oz., 65c.

### COBAEA

**SCANDENS.** 375 S. A fine strong growing annual climber.

**Purple.** The preferred color. Tr. pkt., 15c; 1 oz., 50c.

**White.** Tr. pkt., 20c; 1 oz., 80c.

### COLEUS

**HYBRIDA.** 3,500 S. per 1/32 oz. Although no evenness in color can be expected from seedling Coleus strains, they are easy and cheap to raise from a January sowing for spring combination work. Their infinite variation makes them attractive for this work as well as a source of choice variations that can be cutting-propagated.

**Giant Exhibition Mixture.** Our finest large leaved strain from standpoint of great and brilliant color variation.

Tr. pkt., 75c; 1/32 oz., \$1.75.

**\*Rainbow Mixture.** A very excellent and our most popular strain. Tr. pkt., 35c; 1/16 oz., \$1.00.

**Hybrida Mixture.** Tr. pkt., 35c; 1/8 oz., 60c; 1 oz., \$3.50.

### CONVOLVULUS (Morning Glory) 1400 S.

**Major Mixed.** Tall or climbing variety.

**\*Minor Mixed.** 12 in. A dwarf, fairly compact grower with very attractive bright blue flowers. Early flowering.

Each: 1 oz., 10c; 1 lb., 85c.

For Japanese and other Morning Glories, see Ipomoea, page 34.

### COSMOS

**SENSATION.** 5000 S. A most outstanding introduction to this old-fashioned garden flower, making its extra large fine flowers available for greenhouse cutting as well as outdoor growing in even our most northern climates. Fully as early as the Early Express and as large flowered as the late Giant strains.

**Pinkie.** Pink. **Purity.** White.

Each: Tr. pkt., 25c; 1/4 oz., 35c; 1 oz., \$1.00.

**Mixture** of above varieties.

Tr. pkt., 20c; 1/4 oz., 30c; 1 oz., 80c.

**EXTRA EARLY EXPRESS.** 5000 S. Flowers in 45 days from an outdoor sowing.

**Pink** **White** **Mixture** of all colors.

Each: Tr. pkt., 15c; 1 oz., 65c.

**EARLY SINGLE MAMMOTH FLOWERED.** 5000 S. Ours are reselected strains in this standard large flowered class.

**Crimson Queen** **Rose Queen** **White Queen**

**Queen Mixture** of above colors.

Each: Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 75c.

**EXTRA EARLY DOUBLE ANEMONE-FLOWERED OR CRESTED.** 5000 S. Produces around 60% large crested flowers.

**Carnelia,** crimson; **Peach Blossom,** pink; **Whirlwind,** white; **Mixture.**

Each: Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

### COSMOS—Continued

**GIANT FLOWERED LADY LENOX.** 5000 S. The extra large flowered late blooming class.

**Pink** **White** **Mixture**

Each: Tr. pkt., 15c; 1 oz., 25c.

**HYBRIDA KLONDYKE.** 2800 S.

**\*Orange Flare.** Very early and free flowering and a fine bright orange color. Flowers with the Sensation type.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 75c.

**Orange.** The original extra late flowering orange variety.

Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.25.

### CUPHEA

**Firefly.** 7000 S. A very attractive spring pot plant that may be planted out for bedding and border work. Our trials of it the past two seasons from a March sowing reached a height of 12 in. and covered themselves with small bright scarlet flowers thruout the summer. Of dense compact growth.

Tr. pkt., 35c; 1/8 oz., 85c.

### CYCLAMEN

We handle the famous Binnewies' Strain. Prices shown below are net, no cash discount.

	100 Seeds	1000 Seeds	5000 Seeds
<b>No. 1. Dark Blood-Red</b>	\$1.35	\$12.00	\$55.00
<b>No. 2. Bright Red</b>	1.35	12.00	55.00
<b>No. 3. Pure Rose</b>	1.35	12.00	55.00
<b>No. 4. Soft Rose</b> with carmine eye. (Improved Rose of Marienthal).	1.35	12.00	55.00
<b>No. 5. White</b> with carmine eye.	1.35	12.00	55.00
<b>No. 6. Pure White</b>	1.35	12.00	55.00
<b>No. 7. Bonfire.</b> Brilliant salmon.	1.85	16.50	76.00
<b>No. 8. Salmon-Scarlet.</b> (America Improved).	2.20	17.50	80.00
<b>No. 9. New Salmon-Rose</b> Improved.	1.75	16.00	70.00
<b>No. 10. Glory of Wandsbek</b> (Perle of Zehlendorf) Dark salmon.	1.70	14.50	65.00
<b>No. 11. Rose of Zehlendorf.</b> Light salmon.	1.70	14.50	65.00
<b>No. 12. Orange Beauty.</b> Orange-vermilion.	2.00	18.50	86.00
<b>No. 14. Morning Red</b>	1.75	14.25	66.00
<b>No. 15. Saffron-Red</b>	1.70	13.50	60.00
<b>No. 16. Saffron-Red.</b> Silver Edge.	1.85	16.50	76.00
<b>No. 17. Striata.</b> Mixed.	1.85	16.50	76.00
<b>No. 18. Mozart.</b> Deep pink.	2.00	18.50	85.00
<b>No. 19. Lavender</b>	1.35	12.00	55.00
<b>No. 20. New Ruffled.</b> Especially attractive class.	2.20	20.50	94.50
<b>No. 21. Pink Pearl.</b> Salmon-pink.	2.00	18.50	88.00
<b>No. 22. Rose of Alfeld.</b> (new) Salmon red; particularly recommended by the originator for cutting.	2.00	18.50	85.00
<b>Cristata.</b> Pure white feathered.	1.75	14.50	66.00
<b>Mixture</b> of above colors.	1.35	12.00	55.00
<b>VOGT'S DOUBLE STRAIN.</b>			
We handle only Mr. Vogt's seed of this attractive double type.			
<b>Cerise Brilliant.</b> Rich cerise-red.			
<b>Prosperity.</b> Flaming rich rose.			
<b>Admiration.</b> Salmon-rose with shaded eye.			
<b>Rosea.</b> Soft rose shading light at tip of petals.			
<b>Mixture</b> of all above colors.			
All above priced at: 100 seeds, \$2.50; 250 seeds, \$5.75; 500 seeds, \$10.75; 1000 seeds, \$20.00.			

*Cyclamen will always remain a popular pot plant, especially with select trade.*



## MISCELLANEOUS ANNUALS—Continued



*Cynoglossum Firmament, a fine dwarf garden plant.*

### CYNOGLOSSUM

AMABILE (Chinese Forget-me-not). 5000 S. 24 in.

**Firmament.** A very generally satisfactory, free flowering, compact Cynoglossum. Our trial this summer reached a height of 15 to 20 in. and flowered early and continuously. Of fine bushy, base-branching, yet compact habit. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

\***Blue Bird.** An improved strain, more strongly upright in habit than the following. A week to 10 days later flowering. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.

**Blue.** Tr. pkt., 15c; 1 oz., 30c.

**Pink.** Tr. pkt., 15c; 1 oz., 50c.

### CYPERUS

**Alternifolius.** (Umbrella Plant). 60,000 S. Tr. pkt., 20c; 1 oz., \$1.00.

### DAHLIA

2800 S. Seedling strains are enjoying an ever increasing popularity as outdoor bedding stock, especially the dwarf Unwin and Coltness strains. Choice specimens may, of course, be tuber propagated. Flowers first season from an early sowing.

\***Unwin's Dwarf Hybrids.** 18 in. Ours is an especially re-selected strain for even dwarf habit and attractive colors of this popular variety. Double and semi-double with a particularly wide range of bright colors. Should be sown from Oct. to Feb. 1 and carried in a warm house for spring pot plants. Tr. pkt., 25c; ¼ oz., 70c; 1 oz., \$2.50.

### DAHLIA—Continued

**Lilliput or Pompon Mixture.** A good proportion are perfectly formed, fully double pompon-like flowers. 24 in.

Tr. pkt., 50c; ¼ oz., \$1.00.

**Decorative and Cactus Mixed.** 30 in. Considerable variation in flower type in the larger flowered class. Particularly choice specimens may be tuber propagated.

Tr. pkt., 50c; ¼ oz., \$1.60.

**COLTNESS STRAIN.** 18 in. Single. Uniformly dwarf and true to color and quite free flowering.

**Yellow Scarlet Gem**

Each: Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

**Mixture of all colors.**

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

For **Daisies**, see Felicia, next page, Agathea, page 26.

For **Perennial Daisies**, see page 44.

### DELPHINIUM

**CHINENSIS.** (Annual or Chinese Delphinium). 20,000 S. Fine for spring forcing indoors from a Sept. sowing or as an early summer outdoor crop from a Jan. sowing.

\***Cambridge Blue.** The standard Belladonna blue variety.

Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.25.

**Dark Blue White Mixture**

Each: Tr. pkt., 20c; 1 oz., 75c.

For **Perennial Delphinium**, see page 44.

### (R) DIANTHUS 25,000 S.

**Annual Sweet William.** (D. barbato-sinensis). 12 in. Single mixed. Tr. pkt., 15c; 1 oz., 60c.

\***Sweet Wivelsfield Single Mixed.** 12 in. Because of its large and free flowering habit and brilliant colors, this improved hardy annual strain is probably the most popular of the annual Dianthus. Produces nice short-stemmed cut flower material also.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

**Sweet Wivelsfield Double Mixed.** Same as above but most flowers either semi- or double.

Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

**HEDDEWIGI** (Double Japanese Pinks). 10 in. Fine for rock garden and border work.

**Fireball.** Deep scarlet.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

**Pink Beauty.** Blush-pink.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

\***Snowdrift.** Extra large flowered pure white.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

**Imperator Mixture** of all colors in this double class.

Tr. pkt., 15c; 1 oz., 50c.

\***Laciniatus Splendens.** Single. Extra large brilliant crimson flowers with large contrasting white eye.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

For **Hardy Dianthus**, including Latifolius Atroc., see page 44.

### DIDISCUS

**Coeruleus** (Blue Lace Flower). 10,000 S. Used extensively for indoor spring forcing as well as outdoors in cool climates.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 80c.

### DIMORPHOTHECA

**Aurantiaea Hybrids Mixed.** 9500 S. 6 to 10 in. A very delightful early flowering annual border or rock garden plant. 2 in. single daisy-like flowers in bright yellow, buff and orange shades. Tr. pkt., 20c; 1 oz., 75c.

### DRACAENA

**Indivisa.** 1500 S. The narrow-leaved and most popular variety. Tr. pkt., 15c; 1 oz., 40c; 4 oz., \$1.25; 1 lb., \$4.00.

**Australis.** 1000 S. The broader-leaved kind.

Tr. pkt., 20c; 1 oz., 85c.

For **Dusty Miller**, see Cineraria, page 29; Centaurea, page 29; and Pyrethrum, page 48.

*A disorderly, unsuccessful greenhouse business is a liability to our industry. Get busy.*



## MISCELLANEOUS ANNUALS—Continued

### ECHIUM

**Blue Bedder.** 6500 S. Very early blooming annual producing tiny bell-shaped blue flowers thruout the summer until frost. Buds have distinct pink tinge that adds attractiveness. Makes a dwarf spreading row. 12 in. high by 15 in. wide. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 80c.

### ESCHOLTZIA

**Aurantiaea.** 20,000 S. 1 ft. The true California Poppy. Rich orange. Tr. pkt., 15c; 1 oz., 30c.

For **Bush Escholtzia**, see *Hunnemannia*, page 33.

### EUPHORBIA

**Heterophylla.** (Annual Poinsettia or Mexican Fire Plant). 5000 S. 36 in. Makes solid green hedge with small Poinsettia-like formations at tips of branches. Tr. pkt., 15c; 1 oz., 50c.

**Variegata.** 2500 S. The popular Snow-on-the-Mountain. Tr. pkt., 15c; 1 oz., 30c.

For the **Hardy Euphorbias**, see page 45.

### \*EXACUM

**Atrocoeruleum.** 27,000 S. per ½ oz. (Affine). An easily grown, neat, and attractive pot plant. Richly fragrant violet-blue flowers. Very fine seed. Tr. pkt., \$1.00; ¼ oz., \$2.25.

### FELICIA

**Bergeriana.** 150,000 S. (King Fisher Daisy). The dwarf blue daisy for pot and conservatory work. 6 in. Germination apt to be slow and irregular. Tr. pkt., 35c; ¼ oz., \$1.00.

For **Forget-me-not**, see *Cynoglossum*, page 30, and *Myosotis*, page 35.

For **Four-O'Clocks**, see *Marvel of Peru*, page 35.

### GAILLARDIA

**PICTA.** 14,000 S. Annual Gaillardia. Fine free flowering brightly colored material for beds or borders.

\***Indian Chief.** 12 to 15 in. An even and very free flowering single strain with solid red flowers. Tr. pkt., 15c; 1 oz., 50c.

**Lorenziana Double Mixed.** 12 in. Quite attractive and free flowering double strain of orange, yellow, red, and rose shades. Tr. pkt., 15c; 1 oz., 35c.

For **Perennial Gaillardia**, see page 45.

### GERBERA

**Jamesoni Hybrids.** A long lasting popular and valuable greenhouse forcing crop. Our seed is harvested several times a year from California, enabling us to furnish fresh seed at all times. 100 seeds, 40c; 500 seeds, \$1.75; 1000 seeds, \$3.00.

### GILIA

**Capitata.** (Blue Thimble Flower). 100,000 S. 24 in. Ball-shaped blue flowers. Attractive feathered foliage. Tr. pkt., 15c; 1 oz., 25c.

### GLOXINIA

25,000 S. per ½ oz.

From a Jan. sowing, good sized flowering specimens are obtained by midsummer. Very fine seed and must be constantly watched for even moisture during germination. While growing give plenty of moisture and protection from the direct sun.

\***Crimson Glow.** Very free flowering medium sized rich velvety crimson. Tr. pkt., \$1.00; ¼ oz., \$1.60.

**Defiance.** Rich glowing scarlet.

Tr. pkt., \$1.00; ¼ oz., \$1.60.

**Emperor William.** (*Crassifolia erecta*). Dark violet-bordered white. Tr. pkt., \$1.00; ¼ oz., \$1.60.

\***Frederick Benary.** (*Gigantea*). Extra bright white-throated scarlet. Tr. pkt., \$1.00; ¼ oz., \$2.25.

### GLOXINIA—Continued

\***Tigered and Spotted Mixture.** Attractively variegated colors. Tr. pkt., \$1.00; ¼ oz., \$1.60.

**Benary's Giant Mixture.** (*Gigantea*). Fine mixture of large flowered, richly colored types. Tr. pkt., \$1.00; ¼ oz., \$1.50.

### GODETIA

95,000 S. Require shallow soil for greenhouse use. Culture about like *Clarkia*.

\***The Bride.** (Single) Bright combination of white and crimson. 24 in. Tr. pkt., 15c; 1 oz., 50c.

**Sweetheart.** Double Poppy-like flower; clear pink. 18 in. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.75.

\***Sybil Sherwood.** (double) Bright salmon-pink edged white. 18 in. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.75.

**Thunderbolt.** (Single) Deep crimson. Dwarf. 12 in. Tr. pkt., 15c; 1 oz., 85c.

**Duchess of Albany.** (Single) Pure satiny white. Large flowered. 18 in. Tr. pkt., 15c; 1 oz., 60c.

**Tall Double Mixture.** Long-stemmed mixture for cutting. Tr. pkt., 15c; 1 oz., 50c.

### GOMPHRENA (Globe Amaranth)

5500 S. An attractive everlasting garden flower with some value for cutting.

**Aurea Superba.** Large flowered orange. Needs support for straight stemmed cut flowers. Tr. pkt., 15c; 1 oz., 40c.

**GLOBOSA.** Round, ball-shaped flowers.

**Rose.** 30 in. Light rose-pink.

**Rubra.** 30 in. Bluish purple. A very bright deep shade.

**White.** 30 in. A slightly grayish shade.

**Mixture** of above colors.

Each: Tr. pkt., 15c; 1 oz., 25c.

**Nana Compacta Rubra.** 8 in. Dwarf strain of *Rubra*. Very neat compact edging plant. Tr. pkt., 15c; 1 oz., 50c.

### ORNAMENTAL GOURD

Easily grown; when properly dried and varnished, last indefinitely. We'll be glad to send you a circular written by Louis La Montagne of Woburn, Mass. outlining his practical method of growing the fine exhibition Gourds for which he is famous. Ask for it when you order.



*Ornamental Gourds—La Montagne Strain*

\***La Montagne Strain.** 475 S. The finest selected strain of mixed Gourds we have tried. We handle originator's seed.

Tr. pkt., 35c; ¼ oz., 50c; 1 oz., \$1.50.

**LARGE VARIETIES.** 135 S.

**Calabash.** (Pipe or Powder Horn Gourd). Light green. 10 in. long and tapering to bottom.

**Dipper.** Light green, slightly mottled white. 18 to 24 in. long and very slender.

**Sugar Trough** or **Corsican Gourd.** Light green, turning to white. 4 in. high by 6 to 8 in. wide.

Each: Tr. pkt., 10c; 1 oz., 25c.

**SMALL VARIETIES.** 450 S.

**Small Bottle.** Greenish white, about the shape of a small bottle. 2 to 4 in. high and 1 to 2 in. thru.

**Orange.** About color and shape of an orange. 2 in. in diameter.

**Pear.** Striped alternately with green and yellow bands with some white markings. About 2 in. high and 1 in. thru.

*Trim, nicely landscaped florist's grounds set an inspiring example and advertise most effectively.*



## MISCELLANEOUS ANNUALS—Continued

### ORNAMENTAL GOURD—Continued

**Spoon.** More or less spoon-shaped. Orange and white striped. 4 to 6 in. long by 1 in. wide.

**Warted Types Mixed.** Not over 4 in. in diameter. A novel and attractive mixture.

Each: Tr. pkt., 10c; 1 oz., 30c.

### GREVILLEA

**Robusta.** (Australian Silk Oak). 3000 S. Seed sown in early spring and grown in 60 deg. house will make nice 5 in. pot specimens by fall. Give bottom heat and a well drained soil. Valuable for combinations. Because it holds its foliage well, is being used with Poinsettias instead of Asparagus. Tr. pkt., 20c; 1 oz., 90c.

### GYPSOPHILA

**ELEGANS.** (Baby's Breath). 24,000 S. We offer with confidence the following strains as the most uniform available. Altho the larger flowered varieties are attractive and fine, the smaller flowered ones outlast them for bouquet work.

**\*Covent Garden Market.** Large and full petaled flowers.

About 75% are 6 to 8 petaled. Very excellent stock.

1 oz., 20c; 4 ozs., 50c; 1 lb., \$1.60; 5 lbs., \$6.00.

**London Market.** Largest flowered, and longest-stemmed.

1 oz., 25c; 4 ozs., 50c; 1 lb., \$1.75; 5 lbs., \$6.50.

**\*Paris Market.** (Multiflora strain) Selected for uniformly small flowers that hold up well when cut.

1 oz., 20c; 4 ozs., 50c; 1 lb., \$1.60; 5 lbs., \$6.00.

**Carminca.** Same as Paris Market except a bright carmine-pink. Tr. pkt., 15c; 1 oz., 25c; 4 ozs., 75c.

**Crimson.** Same as above but a carmine-crimson.

Tr. pkt., 15c; 1 oz., 25c; 4 ozs., 75c.

**\*Muralis.** 750,000 S. A very neat densely rounded bush, 4 to 6 in. high and covered with tiny pink flowers. A sowing direct in May or early June flowers late Aug. Very compact border plant. Tr. pkt., 15c; 1 oz., 40c.

For **Hardy Gypsophila**, see page 45.

### HELIANTHUS (Sunflower)

**Dwarf Chrysanthemum-Flowered.** 650 S. 40 in. Good proportion fully double yellow Sunflowers. Tr. pkt., 15c; 1 oz., 50c.

**Russian.** 8500 S. Large single Sunflower.

1 oz., 10c; 1 lb., 50c.

### HELICHRYSUM

**MONSTROSUM.** 36,000 S. The popular double Strawflower.

**Canary-Yellow**      **Crimson**      **Fireball**      **Golden Globe**

**Rose-Carmine**      **Rose Queen**      **Salmon**      **White**

**Formula Mixture**      Each: Tr. pkt., 15c; 1 oz., 50c.

### HELIOTROPE 50,000 S.

**\*Dwarf Regale Mixture.** 15 in. A fine even clear colored strain with extra large flower heads. This strain retains the rich odor of the cutting propagated stock.

Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.

**\*Marine.** 15 to 20 in. Extra deep marine blue. Large flower heads and compact growth.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$4.00.

**Lemoine's Giant Mixture.** 24 to 30 in.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

### HOLLYHOCK (Annual)

**Indian Spring** (New annual strain). 13,000 S. 4 to 5 ft. The first really "annual" Hollyhock we've ever seen. Actually flowered in 5 months from seed sowing and continuously until frozen down. Flowers mostly on central spike with some growth and a

### HOLLYHOCK (Annual)—Continued

few flower spikes coming up from base of plant. Colors light pink and rose; semi-double flowers.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For **Perennial Hollyhock**, see page 46.

### HUNNEMANNIA

**FUMARIAEFOLIA.** 8000 S. (Bush Escholtzia).

**\*Sunlite.** Brilliant canary-yellow, semi-double.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

**Single Yellow.** Tr. pkt., 15c; 1 oz., 50c.

For **Hardy Iberis**, see page 46 and Candytuft on page 28.

### IMPATIENS

Very free flowering habit, colorful for bedding in shady locations, together with the dwarf compact habit of the two strains listed below, are combining to bring this old-fashioned plant back into considerable popularity.

**\*Dwarf Sultani Bright Carmine.** 70,000 S. 4 in. pot specimens of this dwarf type reach a height of about 6 in. and flower very profusely. A dwarf form of this familiar variety. Tr. pkt., 50c; ½ oz., \$1.15; ¼ oz., \$2.00.

**\*Dwarf Sultani Mixture.** 70,000 S. 6 to 8 in. A bright mixture of colors in this dwarf class. Tr. pkt., 50c; ½ oz., \$1.00; ¼ oz., \$1.75.

**Sultani.** 20,000 S. Bright rose. 18 in.

Tr. pkt., 50c; ¼ oz., \$1.00.

**Holsti Liegnitzia.** Vermilion-red. Quite free flowering.

Tr. pkt., 75c.

**Holsti Hybrids.** Mixture. 55,000 S.

Tr. pkt., 50c; ¼ oz., \$1.00.



Extra large flowers and brilliant color characterize the Japanese Imperial Morning Glories as shown above.

*Getting soil too dry or keeping too wet frequently explains why seed won't grow.*



## MISCELLANEOUS ANNUALS—Continued

### IPOMOEA (Moonflower or Morning Glory)

With the introduction of the popular Heavenly Blue, the attractive Japanese types, and the new crimson varieties, this old-fashioned climber is coming rapidly back into favor.

- \***Heavenly Blue.** 800 S. Clark's Mammoth Early Free Flowering Strain. Used considerably lately in 3 and 4 in. pots for Spring sales. Forces into full flower in this size pot from an early March sowing in a 60 deg. temperature. Must be supported on a stake. For outdoors should be planted in a poor soil.  
Tr. pkt., 20c; 1 oz., 65c; 4 ozs., \$1.75.
- \***Cornell.** A large flowered bright coerulean red with white edge. Fine strong grower and fairly early flowering.  
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.60.

- Crimson Rambler.** Bright carmine-red with attractive white center. Tr. pkt., 25c; 1 oz., 85c.
- Scarlett O'Hara.** 650 S. Large flowered, brilliant carmine-red variety. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.
- Imperial Japanese Morning Glory.** Extra large fringed flowers in bright shades of rose, pink, and cerise; good climbing habit. Tr. pkt., 15c; 1 oz., 50c.
- Rose Marie.** 1100 S. Double deep rose. Quite free and early flowering. Tr. pkt., 20c; 1 oz., 75c.
- Quamoclit** (Cardinal Climber). 1000 S. Brilliant red flowers freely produced. An attractive annual climber. Plants must be planted close for wall coverage. Tr. pkt., 15c; 1 oz., 60c.
- NOCTIFLORA.** 110 S. Large flowered white.
- Black-seeded**                      **White-seeded**  
Each: Tr. pkt., 15c; 1 oz., 30c.  
For other **Morning Glory**, see *Convolvulus*, page 30.

### \*KALANCHOE

- Globulifera Coccinea.** Popular winter and spring flowering pot plant. Most profitable when flowered for Xmas; sow in Jan. or Feb., carry along in a light soil in a temperature of 55 to 60 deg. and cover with black cloth same as with Mums from 5 P.M. to 7 A.M. from Aug. 15 to Sept. 15. Very fine seed. Liberal Tr. pkt., 60c; 3 tr. pkts., \$1.35.

### KOCHIA (Summer Cypress) 45,000 S.

- Childsii.** 24 in. This variety stays a clean fresh green thruout the entire season. Very attractive dense bushes.  
Tr. pkt., 10c; 1 oz., 20c.
- Trichophylla.** Turns red in Fall. Not quite so tall or symmetrical as above.  
Tr. pkt., 10c; 1 oz., 20c.

### LANTANA 1300 S.

- Dwarf Hybrids Mixed.** 12 in. Must be sown early and with bottom heat. Tr. pkt., 20c; 1 oz., 75c.

### LAVATERA

- Loveliness.** 4500 S. (Splendens). Very attractive early flowering annual. Flowered mid-June from end of March sowing. 12 to 15 in. high with 2 in. single Hollyhock-like flowers of a deep salmon-rose. Tr. pkt., 15c; 1 oz., 50c.

### LEPTOSYNE

- Maritima.** 10,000 S. 18 to 24 in. Large Marguerite-yellow flowers.  
Tr. pkt., 15c; 1 oz., 75c.
- Stillmanii.** 25,000 S. 18 in. Nice golden yellow for cutting. Flowers 6 to 8 weeks from seed.  
Tr. pkt., 15c; 1 oz., 75c.

### LINARIA

- MAROCANNA.** (Miniature Snapdragon).
- Fairy Bouquet.** 600,000 S. 10 in. Flowers very early and freely. Bright mixture of colors.  
Tr. pkt., 20c; ¼ oz., 45c; 1 oz., \$1.25.

### LISIANTHUS

- Russelianus.** Violet-blue tulip-like flowers on plants 10 to 12 in. high with an upright and compact, free flowering habit, are important attributes of this comparatively new plant.  
Tr. pkt., 75c; ¼ oz., \$1.35.

### LOBELIA

- 700,000 S. Where protection from direct sun can be given them and in not too hot climates, Lobelia are unsurpassed for bright blue, mauve, and white edging, hanging and trailing work. All varieties come quite true.
- COMPACTA.** 6 in. Of dwarf compact habit.
- \***Blue Gown.** Standard free flowering deep blue. Very fine.  
Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.75.
- Blue Stone.** Deep blue, nearly same as above.  
Tr. pkt., 25c; ¼ oz., 75c.
- Cambridge Blue.** Very dwarf, restricted light blue.  
Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.00.
- \***Crystal Palace.** Very dwarf deep blue with dark bronzy green foliage. A fine standard variety.  
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.
- Emperor William.** Deep blue with light green foliage.  
Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.60.
- \***Mrs. Clibran Imp.** Deep blue with contrasting white eye and light foliage. Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$3.00.
- \***Opal.** Altho slightly stronger growing than other compact varieties, Opal is much freer flowering. Light blue with contrasting white eye. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.75.
- \***Bedding Queen.** An attractive strong growing deep blue with contrasting white eye. Quite evenly compact habit.  
Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.
- White Lady.** Clean glistening white. Tr. pkt., 35c; ¼ oz., 75c.
- Mixture** of all colors in the compacta class.  
Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.
- PENDULA.** Of trailing or pendulous habit.
- \***Hamburgia.** Deep blue with dark green foliage.  
Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.75.
- Sapphire.** Deep blue with white eye. Light green foliage.  
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.
- Angelina.** White with light green foliage.  
Tr. pkt., 30c; ¼ oz., 75c.
- For **Perennial Lobelia**, see page 46.

### LUPINE

- A good spring crop of the annual type can be flowered in 3 in. pots from a Jan. sowing spaced close so as to flower one spike to a plant. We prefer the Giant Kings.
- Luteus Romulus.** 300 S. Dwarf richly fragrant yellow. 15 in.  
Tr. pkt., 15c; 1 oz., 45c.
- Sulphureus Superbus.** 600 S. 24 to 30 in. Yellow for cutting.  
Tr. pkt., 15c; 1 oz., 45c.
- \***GIANT KING.** 1300 S. Some longer stemmed and earlier flowering than the regular Hartwegis.
- \***Oxford Blue.** Standard rich deep blue. **Sky Blue.**
- Heliotrope.** A pleasing rosy purple shade. **White.**
- Mixture** of above colors.  
Each: Tr. pkt., 20c; 1 oz., 50c; 4 ozs., \$1.35.
- HARTWEGI.** 1400 S. The standard cut flower strain.
- Dark Blue,** **Roseus,** **Sky Blue,** **White,** **Mixture.**  
Each: Tr. pkt., 15c; 1 oz., 35c; 4 ozs., \$1.00.
- For **Perennial Lupine Polyphyllus**, see page 46.

*Cost Accounting records are an effective step toward controlling oversupplies.*



## MISCELLANEOUS ANNUALS—Continued

### MARVEL OF PERU (Mirabilis Jalapa)

325 S. Ours is a dwarf strain—12 to 15 in.—of this old-fashioned "Four O'Clock." Bright and varied color mixture.  
Tr. pkt., 15c; 1 oz., 25c.

### MAURANDIA

**Mixture.** Good strong climber making a thick wall of fine-textured foliage 4 to 6 ft. high from a spring sowing. Flowers quite freely with small flowers in shades of violet and pink.  
Tr. pkt., 25c; 1/8 oz., 50c.

### MIGNONETTE

27,000 S. May be sown in January for spring cutting, altho a fall sowing is better.

\***Ball Strain.** Considerably whiter and 2 to 3 weeks earlier than New York Market.

1/2 Tr. pkt., 60c; Tr. pkt., \$1.00; 1/4 oz., \$1.75.

**New York Market.** A standard cut flower strain.

Tr. pkt., 75c; 1/4 oz., \$1.50.

**MACHET.** For summer bedding.

**Golden Goliath, Goliath Red.**

Each: Tr. pkt., 15c; 1 oz., 85c.

### MIMOSA

**Pudica.** (Sensitive Plant). 4500 S.

Tr. pkt., 15c; 1 oz., 35c.

### MIMULUS

**Tigrinus.** (Monkey Flower). Attractively tigered and spotted flowers, in red, orange, and yellow shades. Nice as spring pot plants or for bedding in cool climates.

Tr. pkt., 20c; 1/4 oz., 60c.

For **Moonflower**, see Ipomoea, page 34.

For **Morning Glory**, see Convolvulus, page 30 or Ipomoea, page 34.

### MUSA

**Ensete.** Ornamental tropical Banana. 50 seeds, \$1.50; 100 seeds, \$2.75.

### MYOSOTIS (Forget-me-not)

44,000 S. The two strains listed flower considerably earlier from a mid-winter sowing than others listed in the perennial list.

**Ball Early.** Primarily intended as a fall sown winter flowering cut flower. Makes nice early flowering plants from a mid-winter sowing. Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$2.85.

### NAEGELIA

Sow this nice pot plant in Jan. or Feb. for next winter's flowering plants. Very fine seed that must be handled carefully. Culture much the same as Gloxinias—careful watering and protection from bright sun are important. Tr. pkt., \$1.00.

### NASTURTIIUM

Brilliant colors, free flowering habit, and good stems are reasons why the Double Sweet Scented class has been so generally accepted by the home gardener as well as the florist who shouldn't be without them in the spring for combination work, window boxes, as well as cutting.

**DOUBLE GLEAM TYPE.** 175 S. Of trailing or climbing habit for cutting, trailing, and window box work.

\***Golden Gleam.** The original Gleam Nasturtium; golden yellow. 1 oz., 15c; 4 ozs., 35c; 1 lb., \$1.00.

\***Scarlet Gleam.** Same as above but a brilliant scarlet.

1 oz., 15c; 4 ozs., 35c; 1 lb., \$1.00.

**Moon Gleam.** Light golden cream.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

### NASTURTIIUM—Continued

**Salmon Gleam.** Delicate golden-salmon.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

**Fire Gleam.** Fiery scarlet.

1 oz., 15c; 4 ozs., 35c; 1 lb., \$1.00.

**Orange Gleam.** Deep glowing orange.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

\***Gleam Hybrids.** A brilliant mixture of all double varieties.

1 oz., 15c; 4 ozs., 35c; 1 lb., \$1.00.

**DWARF DOUBLE TYPE.** 175 S. Fully as double and large as the Gleam type, the following varieties are of a very attractive dwarf compact, rounded growth. 12 to 15 in. high.

\***Golden Globe.** Same color as Golden Gleam.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

**Scarlet Gem.** Brilliant scarlet.

1 oz., 20c; 4 ozs., 65c.

**Mixture** of all colors in this dwarf class.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

**SINGLE VARIETIES.** 225 S.

**Dwarf Mixture** of all colors in the dwarf class.

1 oz., 10c; 4 ozs., 30c; 1 lb., 90c.

**California Giant Single Mixture** of colors in the tall, trailing class. 1 oz., 10c; 1 lb., 75c.

### NEMESIA Strumosa Suttoni. 90,000 S.

**GRANDIFLORA.** Large flowered and long-stemmed. 14 to 16 in.

Fine for spring cutting and combination work. Varieties come quite true and are used for greenhouse forcing.

\***Blue.** A standard color. **Cherry Red.**

\***Orange.** A bright orange. **Rose, Scarlet, White.**

Each: Tr. pkt., 25c; 1/4 oz., 60c.

**Mixture** of all colors in this tall class.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

**NANA COMPACTA.** Of more dwarf habit, 6 to 8 in. Branches freely from the base, making attractive rounded specimens. Excellent for pots and short combination work.

**Aurora.** Attractive carmine-crimson with white.

**Brightness.** A bright cherry red.

**Fire King.** Scarlet.

**Orange Prince.** A rich bright color.

**White Queen.** Large flowered pure white.

\***Triumph Mixed.** A very attractive dwarf mixture with a wide range of well balanced colors.

Each: Tr. pkt., 25c; 1/4 oz., 60c.

### NICOTIANA (Tobacco Plant)

275,000 S. Sweet Scented.

\***Suaveolens.** 18 in. A dwarf and compact small flowered white.

Tr. pkt., 35c; 1/16 oz., \$1.00.

**AFFINIS.**

**White.** 36 in. Tall and large flowered.

Tr. pkt., 15c; 1 oz., 50c.

\***Crimson Bedder.** 15 in. Makes a very compact growth and very free flowering. Deep crimson red.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

**Hybrids Mixture.** A hybrid mixture of many shades in the tall large flowered type. Tr. pkt., 15c; 1 oz., 40c.

### NIEREMBERGIA

**Hippomanica.** 5,500 S. per 1/2 oz. Continues one of the outstanding introductions to the bedding plant list in recent years. Very free flowering; does well in slight shade as well as open sun; a dwarf, compact growth (5 to 6 in.) that is maintained uniformly in nearly all strains available. Bright lavender-blue color, deepening some in slight shade.  
Tr. pkt., 50c; 1/32 oz., \$1.50; 1/16 oz., \$2.75.



## MISCELLANEOUS ANNUALS—Continued



*Our trial ground line of this past summer was continuously in flower at height of 4-6 in.*

### NIGELLA (Damascena Double) 11,000 S.

**Miss Jekyll.** (Love-in-a-Mist). Cornflower-blue. Mixture contains shades of light and dark blue and white. Each: 1 oz., 15c.  
For **Ornamental Grass**, see Pennisetum, page 37.  
For **Ornamental Pepper**, see Solanum, page 39.

### PANSY 25,000 S.

A Jan. sowing of both Pansies and Violas will make nice small flowering plants to sell out of flats or pots in late spring and early summer. For larger plants a fall sowing is advisable. We have fairly complete supplies of new seed on the following.

**\*Ball Giant Mixture.** Our extensive annual trials of "All the Best" in Pansy strains the world over convince us that this is the finest "All purpose" strain available. Giant flowers with an exceptionally rich mixture of the newer bronzy reds with blues and yellows in proportion. Fairly compact growth. Tr. pkt., 40c; ¼ oz., \$2.00; ½ oz., \$3.50; 1 oz., \$6.50.

**\*Ball Giant Mixture Dwarf.** Identical to above but with a distinctly dwarfer and more compact habit. Tr. pkt., 50c; ¼ oz., \$2.00; ½ oz., \$3.50; 1 oz., \$6.00; 4 ozs., \$21.00.

**\*Canadian Giants (New).** Our new extra large flowered strain introduced the past season. A reselected Maple Leaf Giant strain that improves the original with uniformly larger flowers and more complete and bright color mixture. Tr. pkt., 75c; ½ oz., \$1.30; ¼ oz., \$2.50; 1 oz., \$9.00.

**Dwarf Geneva Giants,** a dwarf and compact selection from above. Tr. Pkt., 50c; ½ oz., \$1.15; ¼ oz., \$2.00; 1 oz., \$7.00.

**\*Engelmann's Giant Mixture.** A fine mixture of real giants. Nice compact habit. We have a good supply of Originator's seed. Tr. pkt., 50c; ¼ oz., \$2.50; ½ oz., \$4.50; 1 oz., \$8.00.

**Engelmann's Special.** Dwarf, compact 5-blotched strain. Tr. pkt., 50c; ¼ oz., \$2.50; ½ oz., \$4.50; 1 oz., \$8.00.

**Geneva Giants,** an American grown strain of this Swiss Giant variety. Tr. Pkt., 50c; ½ oz., \$1.25; ¼ oz., \$2.00; 1 oz., \$7.50.

**Maple Leaf Giants.** Well known giant strain. Of strong heavy growth but lacking choice colors of strains featured above. Tr. pkt., 50c; ¼ oz., \$1.75; ½ oz., \$3.25; 1 oz., \$6.00.

**Steele's Jumbo Mixture.** The famous American strain introduced by Mr. Steele of Portland, Oregon. Uniformly extra large flowered and strong growing. Tr. pkt., 75c; ½ oz., \$1.75; ¼ oz., \$3.25; ½ oz., \$6.25; 1 oz., \$12.00.

*Our Pansy trials clearly show our Ball Giant Mixture the best all-round strain.*

## PANSY—Continued

**Roggli Giant Mixture.** A fine strain with mixture predominating in rich red and bronze shades.

Tr. pkt., 50c; ¼ oz., \$1.75; ½ oz., \$3.00; 1 oz., \$5.50.

We have a limited supply of **genuine originator's Roggli Pansy** seed imported from Switzerland that we can offer as follows: Tr. Pkt., \$1.00; ½ oz., \$2.25; ¼ oz., \$4.50; ½ oz., \$6.25; 1 oz., \$12.50.

**Improved Swiss Giants.** Fine all purpose bedding strain. Tr. pkt., 50c; ¼ oz., \$1.75; ½ oz., \$3.25; 1 oz., \$6.00.

**Orchid Flowered.** Our trials show this an attractively frilled petaled strain with many original pastel shades of orchid, mauve, primrose, and apricot. Tr. pkt., 75c; ½ oz., \$1.75.

**Donovan's Strain.** A fairly large flowered attractively colored mixture of compact growth much used for bedding purposes. We offer originator's seed for Tr. Pkt., 50c; ¼ oz., \$2.50; 1 oz., \$9.00.

**\*Ball Winter Flowering.** A reselected strain of the original Don's Upright. An extra long-stemmed, upright growing strain particularly suited to greenhouse mid-winter forcing from a July sowing. Our strain is reselected for more attractive colors and larger flowers. Should be supported like Carnations. ½ tr. pkt., 60c; Liberal tr. pkt., \$1.00; ½ oz., \$2.00; ¼ oz., \$3.50.

**SWISS GIANTS** in separate colors.

**\*Coronation Gold.** Best extra dwarf large flowered golden yellow variety. Tr. pkt., 50c; ½ oz., 85c; ¼ oz., \$1.50; 1 oz., \$5.00.

**Fire Beacon.** Unusual shade of bright wallflower-red. Tr. pkt., 50c; ¼ oz., \$2.25; 1 oz., \$8.00.

**Alpenglow.** Rich garnet-red.

Tr. pkt., 50c; ¼ oz., \$1.75; 1 oz., \$6.00.

**Rheingold.** Large yellow with brown blotch in center.

Tr. pkt., 50c; ¼ oz., \$1.75; ½ oz., \$3.25; 1 oz., \$6.00.

**\*Lake of Thun.** Rich fairly deep blue with dark center. Fine large flowered variety.

Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$2.75; 1 oz., \$5.00.

**Mont Blanc.** The finest dwarf white.

Tr. pkt., 50c; ½ oz., \$1.00; ¼ oz., \$1.75; 1 oz., \$7.00.

**SMALL FLOWERED** bedding strains. Free flowering and true.

**Golden Queen.** Clear yellow with some marking.

**Lord Beaconsfield.** Standard bedding blue with lighter edges.



*The visitors shown above are inspecting our extensive annual Pansy trials. All fine strains available are lined up here for comparison.*



## MISCELLANEOUS ANNUALS—Continued

### PANSY—Continued

**Snow Queen.** Clear paper white.

Each: Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

**\*Baby Delight.** A new small and free flowering strain. Flowers light blue with darker face. Compact and early flowering growth commend this new strain for plant box work as well as bedding. Tr. pkt., 35c; ¼ oz., 80c.

For **Papaver**, see Poppy this page and page 47.

### \*PENNISETUM (Ornamental Grass)

**Rueppelianum.** 13,000 S. (Purple Feather Grass). 36 in. Very attractive ornamental grass producing long graceful purplish-brown heads.

**Longistylum.** 3,600 S. 18 in. Producing short broad light brown heads. Each: Tr. pkt., 15c; 1 oz., 60c.

### PENTSTEMON (Beard Tongue) 55,000 S.

**Sensation Mixture.** Tr. pkt., 35c; ¼ oz., 80c.

For **Ornamental Pepper**, see Solanum, page 39.

### PHLOX Drummondii (Annual)

14,000 S. For ease of culture, brilliant, positive colors and strains that come true, annual Phlox Drummondii can't be beaten. We regularly sow our Phlox trials here at West Chicago right out in the field about the end of May, and they are a riot of color in early August. Certainly this can be said of few outdoor bedding plants that stand our hot mid-summer conditions! The Grandifloras have some value for cutting too. Phlox don't stand transplanting well when their roots have to be disturbed which means sowing in April in pots or our new plant bands for earlier outdoor flowering.



*Phlox should be sown direct in our latitude for best results outdoors.*

**GRANDIFLORA.** 15 to 18 in. Fine free flowering bedding and border material. Also fine cutting material.

**Atropurpurea.** Deep purple.

**Carnea.** Blush-pink.

**\*Chamois Rose.** A nice soft pastel chamois with deep center.

**\*Cinnabar.** Brick-red with dark eye.

**Coccinea.** Fiery red.

**Isabellina.** Creamy yellow.

**Leopoldii.** Fairly deep rose with white center and dark eye.

**Lilac** with white eye. A pleasing shade.

**\*Rosea.** Medium rose-pink with dark center.

**Stellata Splendens.** Brilliant scarlet with white eye.

**Vermilion.** A deep red shade.

**Violet.**

**\*White.** A clear color.

**Cuspidata Mixture** (Star of Quedlinburg). A bright mixture in this novel star-shaped type.

**Special Mixture** of all colors in this tall class.

Each: Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

**GIGANTEA.** A comparatively new type in tall Phlox. Flowers 50% larger than other types. Strong growing and free flowering.

**Rosy Morn** (New; received bronze medal in All-America trials.)

A particularly bright, clear rose pink with large white eye.

Tr. Pkt., 50c; ¼ oz., \$1.25; ¼ oz., \$2.25; 1 oz., \$8.00.

### PHLOX—Continued

**Salmon Glory.** Rich soft salmon-rose with creamy white eye. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.25.

**Art Shades Mixture.** Large flowered mixture of pastel shades with white eyes. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**NANA COMPACTA.** 6 to 8 in. Of dwarf compact growth, fine for low bedding and border work.

**Apricot.** Deep apricot-cream shade.

**Atropurpurea.** Deep purple.

**Chamois.** Soft pastel shade with deep center.

**Defiance.** A cinnabar shade of salmon-scarlet.

**\*Fireball.** Really fiery crimson.

**Isabellina.** Creamy yellow.

**\*Mirabilis.** Attractive bright salmon-rose.

**Sky Blue** with white eye.

**\*Snowball.** Good clear white.

**Violet.**

**\*Cecily Mixed.** A very popular semi-dwarf mixture. Very even.

Each: Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.75.

**Mixture** of all colors in this dwarf class.

Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.00.

For **Perennial Phlox Decussata**, see page 47.

For **Pinks**, see Dianthus, pages 31 and 44.

### POPPY

**Peony-Flowered Mixture.** Double. 3 ft.

**Annual Single Mixture.**

Each: Tr. pkt., 10c; 1 oz., 20c.

**ICELAND** (P. Nudicaule). 250,000 S. The standard type for greenhouse spring forcing. Sow either direct or in pots and transplant. Best cut flower strains starred (\*).

**\*The Emperor.** Brilliant orange. Improves El Monte in flower size and long, stiff stems.

**\*The Empress.** Same as above but in salmon-rose shades.

**\*Yellow Wonder.** (Amurense). Large buttercup-yellow.

Each: Tr. pkt., 25c; ¼ oz., 65c.

**El Monte.** Standard tangerine-orange.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**\*Sandford's Giants.** A fine standard Hybrid strain for greenhouse forcing. Brilliant color mixture.

Tr. pkt., 25c; ¼ oz., 55c; 1 oz., \$2.00.

**\*Giant Coonara.** (Unwin's). Extra large flowers on long stiff stems. Bright mixture of delicate Poppy shades.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

**Fakenham Hybrids.** Fine large flowered strain.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Gartref Strain.** Mixture of pastel shades with picotee edges.

Tr. pkt., 25c; ¼ oz., 65c.

**SHIRLEY** (P. Rhoeas). 70,000 S.

**\*American Legion.** Single orange-scarlet.

Tr. pkt., 15c; 1 oz., 35c.

**Sweet Briar.** (Double Begonia-flowered). Very nice deep rose-pink. Tr. pkt., 15c; 1 oz., 50c.

**Formula Mixture** of all colors in the Shirley class.

Tr. pkt., 15c; 1 oz., 50c.

For **Oriental Poppies**, see perennial list page 47.

### PORTULACA

280,000 S. Very excellent easily grown outdoor bedding plant. Will flower 30 to 45 days from sowing in late spring or early summer. The separate color strains come very true.

**Single Mixture.** Tr. pkt., 15c; 1 oz., 40c.

**\*DOUBLE TYPE.** Our double strains produce 85-90% true double flowers and are quite even.

**Red**

**White**

**Yellow**

Each: Tr. pkt., 35c; ¼ oz., \$1.25; 1 oz., \$4.50.

**Mixture.** Special mixture of all brilliant Portulaca colors in the double type. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

*Good salesmen are usually of real service, but send the high pressure type on their way.*



## MISCELLANEOUS ANNUALS—Continued

### QUEEN ANNE'S LACE FLOWER

36,500 S. 24 in. Large heads of white flowers in umbels, similar to *Didiscus*. Nice filler for basket work. May be dried and dyed. Tr. pkt., 20c; 1 oz., 75c.

### RHODANTHE

13,000 S. 12 in. Semi-double everlasting flowers.

\**Atrosanguinea*. Deep bright carmine.

Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.15.

*Maculata Rose*. Dark centered. Tr. pkt., 15c; 1 oz., 40c.

### RICINUS (Castor Bean)

Very fast growing, tall, large leaved plants. Good for tall hedges and windbreaks.

*Borboniensis Arboreus*. 45 S. 10 ft. Reddish stems and veins. Small feathery white flowers in bunches.

1 oz., 15c; 4 ozs., 50c; 1 lb., \$1.50.

*Crimson Spire*. 75 S. 8 ft. Crimson stems and foliage. White flower bunches and red fruit. Tr. pkt., 15c; 1 oz., 35c.

*Zanzibariensis Enormis*. 25 S. 10 ft. Foliage all green.

1 oz., 20c; 4 ozs., 60c; 1 lb., \$2.25.

### RUDBECKIA

85,000 S. Fine outdoor cutting material. Very free flowering in bright yellow, orange, and brown shades. Stands hot dry locations very well.

\**Hirta Autumn Tints* (Herbswald). Fine long-stemmed strain for cutting. Shades from clear yellow thru variegated types to brown. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

*My Joy*. Large single brilliant orange-yellow with dark centers. Fine cutting variety. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

\**Dwarf Sun*. A compact growing strain, 15 in., producing large single yellow flowers with dark eyes. Very early and free flowering. Very colorful border or bedding plant. Tr. pkt., 50c; ¼ oz., \$1.25.

*Kelvedon Star*. Fine long-stemmed cutting strain. Yellow, orange, and mahogany shades with dark centers.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For the hardy *Rudbeckia Purpurea*, see page 48.

### SAINTPAULIA

*Ionantha* (African Violet). Special care is required to germinate the extra fine seed. Tr. pkt., \$1.00.

### SALPIGLOSSIS

125,000 S. Besides an attractive garden flower, *Salpiglossis* furnishes the retail grower with good cutting material either from a Feb. sowing indoors or a later one grown outdoors. If plants must be transplanted, the seed should be sown in pots. The advent of the new dwarf strains for bedding adds another use for this richly colored annual.

EMPEROR. 30 in. The tall kind for cutting.

Brown and Gold

Violet and Gold

Rose and Gold

White and Gold

Scarlet and Gold

Yellow and Gold

Mixture of all colors.

Each: Tr. pkt., 15c; ¼ oz., 30c; 1 oz., 80c.

DWARF GIANT FLOWERED. 20 in. Fine for bedding and borders.

Blue and Gold

Bright Scarlet

Scarlet and Gold

Mixture of all colors in this dwarf class.

Each: Tr. pkt., 25c; ¼ oz., 70c; 1 oz., \$2.35.



*The new Salvia Blaze of Fire. Notice the ideal dwarf pot plant habit. Our earliest flowering variety.*

### SALVIA

The advent of several new extra early flowering and dwarf strains the past seasons is adding impetus to Salvias as spring pot plants and also to their spring sales as bedding plants since they can now be sold as dwarf bushy plants and be in full flower in early spring. From our extensive annual *Salvia* trials, the past season, we offer the following list of varieties as the best available. Listed according to their flowering dates—earliest first. In selecting your varieties, the fact must be kept in mind that the extra early flowering varieties don't make as big a showing in the late summer and fall as do the later ones like *America* and *Bonfire*.

SPLENDENS. 12,000 S.

*St. John's Fire*. The earliest and dwarfiest red strain available. Reached a height in our trials last season of 12 to 15 in. Very even fine strain.

Tr. pkt., 50c; ¼ oz., \$1.25; ½ oz., \$2.00; 1 oz., \$6.50.

\**Blaze of Fire*. The standard extra early strain. A few days behind the new *St. John's* fire in flowering and of a considerably stronger and more robust growth. 15 to 18 in. outdoors. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$5.50.

\**Firebrand*. (Early Harbinger). Third earliest variety. 20 in. Very early flowering and remains in full flower throughout the entire summer. Doesn't get ragged and messy in fall.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$4.25; 4 ozs., \$15.00.

\**America* (Globe of Fire). 22 in. The standard dwarf bedding variety. Follows *Firebrand* closely in flowering date. Absolutely even stock.

Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.00; 4 ozs., \$10.00.

*Bonfire*. 30 in. Medium tall. Very even.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75; 4 ozs., \$5.00.

*Splendens Tall*. 36 to 40 in. Not early flowering.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50; 4 ozs., \$4.00.

*Maroon Prince*. 30 in. Heavy maroon shade. Not early or extra free flowering. Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.25.

FARINACEA. 24,000 S.

*Blue Bedder*. (Blue *Salvia*). 36 in. with long stems for cutting. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

*And keep this ever in mind, "Business goes where it is best cared for."*



## MISCELLANEOUS ANNUALS—Continued

### SALVIA—Continued

**Pale Blue.** Slightly lighter colored and not quite so compact.  
Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

#### HORMINUM.

**Oxford Blue.** Top leaves of each branch turn a deep oxford-blue.  
Tr. pkt., 25c; 1 oz., \$1.00.

For *Perennial Salvia Patens*, see page 48.

### \*SANVITALIA

**Procumbens.** 50,000 S. 4 to 5 in. Double creeping Zinnia.  
Small golden yellow flowers. Very fine dwarf edging plant.  
Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

### SAPONARIA

**VACCARIA.** 5,500 S. 18 in. Gypsophila-like flowers.

**White** **Rose**

Each: 1 oz., 15c; 4 ozs., 35c.

For *Saponaria Ocymoides*, see page 48.

### SCABIOSA

4500 S. No retail grower should be without a liberal planting of annual Scabiosa. Long-stemmed, pleasing colors, and free flowering make them valuable. Do very well for spring flowering in a cool house or outdoors during the summer where they are considerably improved by cloth house protection. Respond very well to electric lights in spring for earlier flowering. For a complete variety of attractive colors in the large flowered class, use our Giant Hybrid Mixture.

\***Blue Moon.** Attractive lavender-blue color with extra large fully double flowers and long wiry stems.

Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.25.

\***Ageratum Blue.** Standard large flowered azure blue.

**Fire King.** A bright scarlet.

**King of the Blacks.** Deep rich maroon.

\***Loveliness.** Extra large flowered deep salmon-pink.

**Shasta Improved.** Fine pure white.

\***Giant Hybrid Mixture.** A special strain containing only the new large flowered varieties. Well balanced in good cut flower colors.

**Tom Thumb.** 10 in. Compact, dwarf plants for bedding and edging. Mixture of colors. Each: Tr. pkt., 15c; 1 oz., 50c.

For *Perennial Scabiosa*, see page 48.

### SENECIO elegans

**Double Mixture.** 80,000 S. (Jacoea). 18 in. An old-fashioned garden plant. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For *Sensitive Plant*, see *Mimosa*, page 35.

### SHAMROCK

**True Irish Shamrock.** 38,000 S. (*Trifolium Minor*). Sow Jan. 1st in Carnation house temperature (cooler after germination) for 2 in. St. Patrick's Day plants. Use 3 or 4 seedlings per pot. Tr. pkt., 15c; 1 oz., 50c; 4 ozs., \$1.65.

**Red Leaved Shamrock.** (*Trifolium repens atropurpureus*) Deep bronzy-green leaves, otherwise same as above.  
Tr. pkt., 35c.

### SILENE

**Pendula Mixed.** 38,000 S. 6 in. Nice dwarf edging or bedding plant. Tr. pkt., 15c; 1 oz., 40c.

### SMILAX

7800 S. Well known greenhouse climber.

Tr. pkt., 20c; 1 oz., 50c; 4 ozs., \$1.50.

For *Snow-on-the-Mountain*, see *Euphorbia*, page 45.

### SOLANUM

To insure an even, first-class strain of this valuable pot plant we grow our own seed crop of these varieties at West Chicago where we can personally supervise selection and roguing. For well grown 4 in. specimens, sow seed in June, carry along indoors. Larger plants must be started earlier, of course. Some growers summer plants outdoors in frames, lifting and shifting into 5's and 6's in Sept.; a 50 deg. house should then set them up well for the holidays.

\***Variegated Pepper.** An attractive novelty pot plant item. Growth upright and compact, leaves attractively variegated with white; fruit elongated and narrow, purple at first and turning a brilliant red. For large specimens put three plants in a 5 in. pot. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.75.

\***Christmas Pepper** (Ball Reselected strain). 9,000 S. Compact plants with a profusion of brilliant purple and red cone-shaped fruit. Selected for absolute evenness and large brilliantly colored fruit. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Christmas Cherry.** 12,000 S. (Ball strain). A compact even strain, with large, full heads of large round red fruit.  
Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

**Bird's Eye Pepper.** 12,500 S. Not quite so compact as above strains. Produces many very small red berries.  
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Royal Crown.** A reselected Xmas Pepper strain.  
Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.40.

**Miniature Bell.** Interesting 1 to 2 in. bell-shaped fruit. Large plants. Tr. pkt., 35c; ¼ oz., \$1.00.

### STATICE

Valuable annual cut flower varieties.

**Bonduelli Superba.** 350 seed heads. Similar in type to *Sinuatas* but with large yellow flowers.  
Tr. pkt., 15c; 1 oz., 40c; 1 lb., \$4.00.

**Sinensis.** 17,000 S. 18 in. Pure white with small canary-yellow flowers. Quite attractive. Tr. pkt., 25c; 1 oz., 75c; 4 ozs., \$2.50.

**Suworowi.** (Russian or Rat Tail Statice). 12,000 S. Sow in Jan. for a late spring crop of this familiar rose Rat Tail Statice.  
Tr. pkt., 15c; 1 oz., 60c; 4 ozs., \$1.90.

**SINUATA.** 350 seed heads. A midwinter sowing brings this attractive class into flower in late spring. Flowers grown outdoors for drying extensively in southern climates.

\***Market Grower's Blue.** Fine even deep blue. Excellent stock.

**Kampf's Tall Improved.** The standard long-stemmed blue.

**True Blue.** The standard blue.

\***Lavender Queen.** A very pleasing shade of pastel lavender. Fine new color and good grower.

**Rosea Superba.** Rosy-lavender.

**Snow Witch.** A clear white selection from the old *Sinuata* White.



*Statice Suworowi*

The pleasing rose-pink color of this "rat tail" type of Statice gives it distinctive cut flower and pot plant value.

*Why is it that one grower fails and another reports perfect germination from the same lot of seed?*



## MISCELLANEOUS ANNUALS—Continued

### STATICE—Continued

#### \*New Hybrids Mixture.

A very attractive mixture of all the standard colors as well as many new hybrid shades.

Each: Tr. pkt., 15c; 1 oz., 25c; 1 lb., \$2.50.

For **Perennial Statice**, see page 49.

For **Strawflower**, see *Acroclinium*, page 26 and *Helichrysum*, page 33.

### STREPTOCARPUS

**Giant Flowered Mixture.** (Cape Primrose). Our stock of this greenhouse winter flowering pot plant is grown by a German specialist; we are convinced no better is obtainable. Some similar to Gloxinias and with the same general culture necessary. Very fine seed that requires care in germinating. Tr. pkt., \$1.00.

For **Sunflower**, see *Helianthus*, page 33.

### THUNBERGIA

Excellent for an outdoor climber or for hanging baskets.

\***Alata.** (Black-Eyed Susan). 1100 S. Very fine used as an annual climber, making a dense growth and producing an abundance of flowers in shades of yellow, buff, and orange—with black centers. Tr. pkt., 15c; 1 oz., 65c; 4 ozs., \$1.75.

### TITHONIA

**Speciosa** (Golden Flower of the Incas). 3500 S. Winter flowering in a Carnation house with roots confined to a shallow raised bed. Attractive single orange-red flowers. Early flowering strain. Tr. pkt., 25c; ¼ oz., 75c.

**Speciosa, Fireball.** Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.

For **Tobacco Plant**, see *Nicotiana*, page 35.

### TORENIA

375,000 S. Rich combination of deep blue with deeper blotches on lip. Nice spring pot or outdoor bedding plant.

**Fournieri Grandiflora.** Standard variety.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

**Fournieri Compacta.** A distinctly compact form of above.

Tr. pkt., 25c; ½ oz., 50c; ¼ oz., 85c.

### TRACHELIUM

**Coeruleum.** 28,000 S. per ½ oz. Nice deep blue for either cutting on a raised bed from a Jan. start, or in pots.

Tr. pkt., 35c; ½ oz., \$1.00.

For **Umbrella Plant**, see *Cyperus*, page 31.

### URSINIA

**Anethoides.** 19,000 S. 10 in. Brilliant single orange flowers with purple center. Early flowering tender annual for bedding or spring pot work.

Tr. pkt., 25c; ¼ oz., 60c.

### VENIDIUM

65,000 S. At its best indoors in spring from a fall sowing. Grow on a raised bed in Carnation house temperature. Seed of irregular germination.

**Fastuosum.** Brilliant orange with dark center.

**Ball Hybrids.** A very interesting and varied array of colors ranging from silvery white thru orange and salmon shades.

Each: Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.25.



A valuable new cut flower—*Verbena Bonariensis*.

### VERBENA

Verbena from seed come very true with the few noted exceptions. The Compacta varieties and particularly the Bouquet varieties, make very excellent spring pot plants. Both types do well outdoors where summers are not too severe. Seed requires an early start with bottom heat.

**GRANDIFLORA.** 10,000 S. Large flowered and a dwarf spreading growth.

**Apple Blossom.** Extra large flowered white turning to light or "cameo" pink. Very true to color.

Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

**Beauty of Oxford Hybrids.** Shades of extra deep bright pink with slight white eye. Very excellent large flowered strain with some color variation. Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.25.

**Blue.** Deep marine shade with white eye. Prefer Royale.

Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

\***Crimson Glow.** Extra deep rich crimson.

Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.25.

\***Dannebrog.** Bright scarlet with large white eye. Very attractive combination. Growth more compact than other Grandifloras. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

\***Ellen Willmott.** Extra large flowered salmon-pink with white eye. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

**Etna.** Scarlet with some white eye.

Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

**Floradale Beauty.** Extra large flowered in salmon-pink shades.

Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.25.

\***Lavender Glory.** Very fine large flowered fairly deep lavender. Throws about 25% white rogues.

Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.25.

**Lucifer.** Scarlet. Spectrum Red better.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Luminosa.** Deep salmon shaded pink with white eye.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Mayflower.** Medium light pink.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

**Pure White.** Very even strain.

Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

\***Rosea Stellata.** Clear deep pink with white eye. Quite free flowering and a strong grower.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

*No outdoor florist's crop pays in our latitude without equipment for artificial watering.*



## MISCELLANEOUS ANNUALS—Continued

### VERBENA—Continued

- \***Royale.** Large flowered rich deep blue with contrasting white eye. Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.25.
- Salmon-Pink.** Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.
- \***Spectrum Red.** Very bright rich scarlet with no eye. Lighter and brighter color than Crimson Glow. Very even true strain. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.
- Mixture of all colors in the Grandiflora class.**  
Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.
- COMPACTA.** 10,000 S. A compact erect growing type particularly adapted for border and pot work. Quite free flowering.
- Carmine Ball.** 6 in. Bright carmine-scarlet.
- Chamois.** 6 in. Heavy cream or chamois-pink.
- \***Dark Blue.** 6 in. Deep marine blue.
- \***Fireball.** 4 to 5 in. Extra dwarf; bright fiery scarlet.
- Snowball.** 6 to 8 in. Fine free flowering pure white.
- Mixture of all colors available in this compact class.** 6 in.  
Each: Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.35.
- \***Violet Bouquet.** 10 to 12 in. Distinctly upright symmetrical habit. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.75.
- Royal Bouquet.** 10 to 12 in. Same habit as above but a mixture of all colors in this "bouquet" type.  
Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.25.

### MISCELLANEOUS VARIETIES.

- \***Bipinnatifida.** (Pronounced by-pin-ā-tif-i-da!) 18 in. Very heavy, fast grower. Deeply serrated leaves account for its common name, Fern-leaved Verbena. Cluster of attractive lavender-blue flowers borne freely thruout season. A quite satisfactory free flowering, fast growing bedding plant.  
Tr. pkt., 35c; ½ oz., 75c; ¼ oz., \$1.40; 1 oz., \$5.00.



*Verbena Dannebrog. Dark scarlet with white center of this new, compact variety makes it quite effective.*

- \***Bonariensis.** 90,000 S. 36 in. (See photo). A long-stemmed Verbena with lavender-blue flower clusters. Foliage stays near the ground making this new type well suited to cut flower work. From a March 25th sowing, our trial flowered continually from mid-July to frost. Very decorative garden plant. Seed requires 8-10 weeks for germination. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.75.

- Aubletia** (Canadensis). 20,000 S. A hardy perennial flowering first year from seed. 12 in. Rosy-lilac flowers produced very early with us but goes off during hot summers. Quite heavily foliated. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

- \***Venosa.** 60,000 S. 8 to 10 in. A dwarf bedding Verbena that flowers continuously thruout our hot mid-Western summers. Deep lilac flowers produced quite freely.  
Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

*Hard work, mental as well as physical, will find a job or overcome anybody's depression.*

### VERBENA—Continued

- Venosa Lilacina.** 60,000 S. Same but very light blush-lilac shade. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.
- Erinoides.** (Moss Verbena). 30,000 S. Its extra strong growth makes a 3 to 4 ft. wide row 10 in. high. Small lavender flower heads quite freely produced. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.
- Lemon Verbena.** (Lippia or Aloysia Citriodora). 24 to 30 in. The old-fashioned garden favorite; leaves have a pungent lemon odor. Small white flowers. Germination apt to be slow and irregular. Tr. pkt., 35c; ¼ oz., \$1.25.



*Vinca Rosea—one of the finest all purpose bedding plants.*

### VINCA

- ROSEA** (Periwinkle). 21,000 S. 15 in. Few plants we have tried give as much show in color and fresh green foliage with as little care and under as adverse conditions as this old-fashioned garden Periwinkle. From an early start with bottom heat, will flower continuously from midsummer increasingly right up to frost. One of the most generally satisfactory outdoor bedding plants we have.

- \***Crimson** (Kermesina). Considerably deeper than Pink—a magenta crimson.

- \***Pink.** (Rosea). The standard medium pink.

- Aiba Pura.** Pure white.

- Alba Oculata.** White with pink center.

- Delicata.** Light pastel pink shade.

- Each: Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

- Mixture of above colors.** Tr. pkt., 15c; 1 oz., 60c.

### VIRGINIAN STOCK

- Compacta Mixture.** 60,000 S. 8 in. Nice compact bedding plant. Tr. pkt., 15c; 1 oz., 60c.

### WALLFLOWER (Annual)

- 14,000 S. Choice richly fragrant cut flower. In our latitude should be sown in Oct. for greenhouse flowering. We enclose a leaflet describing our method of growing this attractive flower, with each order for seed.

- Gold Standard.** Deep rich golden yellow. The best color.

- Golden Yellow Flaked Brown.**

- Each: Tr. pkt., 25c; ¼ oz., 75c.

- For Perennial Wallflower, see Cheiranthus, page 43.

## MISCELLANEOUS PERENNIALS

Our seed sales for the past few seasons show a decidedly increasing and active demand for hardy perennials, that we believe reflects a similar condition down thru the florist to the ultimate consumer—our buying public. The many new and attractive alpine and rock plants available evidence the active interest hybridizers are taking in this new interest of amateur gardeners. Recognition by florists of the value of perennial cutting beds is also stimulating interest along this line. To help you keep up in this constantly changing field of "what are the newest and best varieties?" we consider a very important part of our job as your seed supplier. The following list, altho by no means complete, we think represents a very excellent collection of hardy perennials, and we suggest that you give it careful consideration when making up your list of varieties.

Stars (\*) designate those varieties that have proven most generally satisfactory and useful, and those marked (R) are very satisfactory rock garden subjects.



*An easily grown useful hardy perennial—  
Achillea Filipendula, Parker's variety*

### ACHILLEA

- Some as noted are exceptionally valuable for summer cutting.
- \***Filipendula Parker's Variety** (Eupatorium). 225,000 s. 4 ft. Fall flowering. Large golden yellow umbels. Perfectly hardy with us; and if allowed to fully open, can be dried. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.
  - \***The Pearl** (Ptarmica). 175,000 s. 30 in. The standard double white for cutting. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.
  - Tomentosa Aurea**. 190,000 s. 6 to 8 in. Finely serrated golden yellow foliage. Tr. pkt., 50c; ¼ oz., \$1.25.

### (R) ALYSSUM

The two varieties following are perfectly hardy with us and make fine, free flowering rock garden or border plants.

- \***Saxatile Compactum**. 30,000 s. 12 in. Flowers early May. Rich golden yellow. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.
- Saxatile Silver Queen**. (Sulphureum). 30,000 s. Same as above but a light lemon yellow. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

### ANCHUSA

The following three varieties are perfectly hardy with us.

- \***(R) Barrelieri**. 5500s. 15 in. Very fine Forget-me-not blue rock garden plant. Flowers middle to end of May. Improves Myosotidiflora in more vigorous growth and freer flowering. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.
- ITALICA**. 1100 s.
- Dropmore Strain**. 6 ft. Nice blue for cutting. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.75.

*Between English Blockades and German Submarines, some shortages will develop this season.*

### ANTHEMIS

**Kelwayi** (Hardy Marguerite). 85,000 s. 3 ft. Yellow Daisy flowers produced thruout summer. Tr. pkt., 15c; 1 oz., 50c.

### (R) AQUILEGIA (Columbine)

15,500 s. Introduction of several new, large flowered varieties in attractive new colors has widened the use of this old garden favorite. Excellent rock garden and border material.

\***Longissima Hybrids**. Brings us the graceful long spurs of Longissima in a variety of attractive shades. Originator pkts. only, 50c.

**Alpina**. 2 ft. Blue. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Silver Queen** (Chrysanthia). Long-spurred white. Prefer Snow Queen. Tr. pkt. 25c; ¼ oz., 60c; 1 oz., \$2.25.

**Jaetschaui**. Yellow with long red spurs. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.15.

\***Longissima**. Delicate pale yellow with extra long (4 in.) spurs. Quite distinctive and richly fragrant. Tr. pkt., \$1.00; ¼ oz., \$2.75.

**COERULEA**. The long-spurred large flowered type.

**Blue** (Rocky Mountain Columbine). Sky-blue with white corolla. Prefer following. Tr. pkt., 25c; ¼ oz., 55c; 1 oz., \$1.85.

\***Mrs. Nicholls**. Same as above but considerably larger flowered and deeper, brighter color. Tr. pkt., 50c; ½ oz., \$1.75.

\***Snow Queen** (Candidissima). 18 in. Finest pure white variety. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.50.

\***Crimson Star**. Deep blood-red with white corolla. Very attractive. Tr. pkt., 50c; ½ oz., \$1.20; 1 oz., \$7.00.

**Rose Queen**. Rose shades with white corolla; varies in color. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

\***Mrs. Scott Elliott's Hybrids**. The popular long-spurred mixture. Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.15.

**Mixture** of all colors in this long-spurred class. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.90.



*Aquilegia Long Spurred Crimson Star  
Dark crimson and white are the distinctive contrasting colors  
of this variety.*

### (R) ARABIS (Rock Cress)

150,000 s. The following are fully hardy and flower with us end of April—one of the earliest of our perennial trials.

\***Alpina Snowcap**. 6 in. Improves the following with a much more dwarf and compact habit. Excellent. Tr. pkt., 25c; ¼ oz., 55c; 1 oz., \$2.00.

**Alpina**. 12 in. White. Tr. pkt., 15c; 1 oz., 50c.



## MISCELLANEOUS PERENNIALS—Continued

### ARMERIA

**Maritima** (Statice Armeria). 17,500 s. 12 in. Lilac-rose. Tr. pkt., 35c; ¼ oz., \$1.25; 1 oz., \$4.50.

### ASCLEPIAS

**Tuberosa**. 4500 s. Fine orange for cutting. Requires well drained location. When difficulty is found in germination, freezing over winter usually produces results. Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.25.

### ASPARAGUS

**Verticillatus**. 600 s. A valuable completely hardy source of summer green material. Tr. pkt., 25c; ¼ oz., 55c; 1 oz., \$1.85.  
For *Asparagus Sprengeri* and *Plumosus*, see page 27.

### (R) ASTER (Hardy)

Very nice material for rock garden work as well as being tall and large enuf for cutting. Very hardy and June flowering.

\***Wartburg Star** (Subcoeruleus). 15,000 s. 18 in. Some lighter than following, larger, and longer stemmed. Tr. pkt., 50c; ½ oz., \$2.25.

**Dark Beauty** (Alpina). 26,000 s. 12 in. Single deep blue. Tr. pkt., 50c; ½ oz., \$2.00.

**Novi-Belgi**. 90,000 s. New Hybrids. Fall flowering. Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$4.00.

### AUBRETIA

**Large Flowered Hybrids** (Monarch strain). 150,000 s. 6 in. This new strain shows a particularly wide and bright color mixture of blue, lilac, mauve, and pink shades. Fine spring flowering plant for rockery and edging work. Tr. pkt., 35c; ¼ oz., \$1.25; 1 oz., \$4.00.  
For *Baby's Breath*, see *Gypsophila*, page 33; also *Euphorbia*, page 32.

### BAPTISIA

**Australis** (False Indigo). 1700 s. Sprays of pea-shaped indigo-blue flowers. 3 ft. Tr. pkt., 15c; 1 oz., 45c.

### (R) BELLIS

**Perennis** (Double English Daisy). 100,000 s. 6 in. Well established flowering plants for spring sales are from a fall seeding carried along in frames with Pansies and Violas. Following varieties are of the large flowered double **MONSTROSA** type.

**Red**. Deep red. Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.00.

**Rose**. Deep rose; **White**.

Each: Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

**Mixture** of all colors in this *Monstroza* type.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For *Bleeding Heart*, see *Dielytra*, page 45.

### BOLTONIA

**Latisquama**. 95,000 s. 4 to 5 ft. Delicate pink. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

### CAMPANULA

(R) **CARPATICA**. 350,000 s. 12 in. Dwarf perennial.

**Blue, White and Hybrid Mixture**, a strain containing many new colors in this dwarf class.

Each: Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.

**MEDIUM CALYCANTHEMA** (Cup-and-Saucer Type). 120,000 s. 3 ft. Biennial.

**Dark Blue** **Light Blue** **Rose** **White**

Each: Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.45.

**Mixture**. Tr. pkt., 15c; ¼ oz., 35c; 1 oz., \$1.25.

**MEDIUM SINGLE** (Canterbury Bells). 135,000 s. 3 ft. Biennial, flowering second season from seed.

### CAMPANULA—Continued

**Blue** **Lilac** **Rose** **White** and **Mixture**  
Each: Tr. pkt., 15c; 1 oz., 40c.

**PERSICIFOLIA**. 340,000 s. 30 in. Perennial. A very generally satisfactory *Campanula*.

**White** **Blue** **Mixture**

Each: Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**PYRAMIDALIS** (Chimney *Campanula*). 250,000 s. 5 ft. Erect pyramidal habit.

**Mixture**. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

For *Perennial Candytuft*, see *Iberis*, page 46.

### CARNATION

**GRENADIN** (Hardy *Carnation*). 14,000 s. 20 in. Good for cutting but needs winter protection.

**Golden Sun**. Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.00.

**Pink**. Tr. pkt., 35c; ¼ oz., 70c; 1 oz., \$2.50.

**Red**. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.25.

**White**. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

\***Mixture**. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.85.

### CATANANCHE

**Coerulea**. 16,000 s. 30 in. Everlasting light lavender-blue *Centaurea*-like flowers produced freely first year from seed. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

### CENTAUREA

**Montana**. 1600 s. 24 in. Large Conflower-blue flowers. Tr. pkts., 20c; 1 oz., 90c.

For *Annual Centaurea Cyanus*, see page 29.

### (R) CERASTIUM

\***Tomentosum**. 42,000 s. 10 to 12 in. Very fine May flowering white edging and rockery plant. Silvery white foliage. Perfectly hardy. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

### CHEIRANTHUS (Wallflower)

19,000 s. 18 in.

\***Golden Bedder**. Large deep golden yellow. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

**Allioni** (Siberian Wallflower). Free flowering brilliant orange. Tr. pkt., 10c; 1 oz., 30c.

For *Annual Wallflower*, see page 41.

### CHRYSANTHEMUM

Very colorful for fall landscape work; perfectly hardy and quite free flowering. Watch frost dates, tho.

**Indicum**. 77,000 s. Attractive large flowered double and semi-double types. Flowers late September or early October. Tr. pkts., 50c; ½ oz., \$1.25.

**Korean Hybrids**. 60,000 s. Single and semi-double types. Very attractive color mixture. Flowers first part of October. Tr. pkt., \$1.00; ½ oz., \$2.00.

For *Chrysanthemum Leucanthemum*, see *Daisy* on this page.

For *Columbine*, see *Aquilegia*, page 42.

\***Japonicum**. 77,000 s. (Japanese Mountain or Cascade type). A very free flowering single seedling strain; hardy and flowers first season from seed. Our strain is a very strong growing one and with proper pinching, and staking, can be trained into various decorative shapes including the beautiful "Cascade" type. With two or three pinchings in early summer, makes a very decorative and free flowering garden plant also. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.75.

### COREOPSIS

**GRANDIFLORA**. 11,000 s. The two varieties listed are of the new large flowered class. Fine material for summer cutting.

\***Sunburst** (New Gold). A fine semi-double strain. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., 90c.

\***Mayfield Giant**. Extra large deep golden yellow. Single. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 65c.

*To accomplish anything worth while, you will have to work more than 40 hrs. a week.*

## MISCELLANEOUS PERENNIALS—Continued

### DAISY (*Chrysanthemum Leucanthemum*)

Excellent perennial cut flower material. Can be grown outdoors—perfectly hardy—or forced either in cold frames or indoors in early spring. Following listed in order of flowering season.

**Elder.** 65,000 s. Earliest flowering—early June. Tr. pkt., 15c; 1 oz., 75c.

**\*June Marguerite.** 40,000 s. Large June flowering variety. Tr. pkt., 15c; 1 oz., 75c.

**Spring Marguerite.** Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

**\*Mayfield Giant.** 21,000 s. Quite large flowered, end of June. Tr. pkt., 20c; 1 oz., 80c.

**Alaska.** 21,000 s. The standard Shasta Daisy. July. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.

**Double Fringed** (Diener's). 18,000 s. Comes around 50% good double types that should be propagated by division. Tr. pkt., 50c; ¼ oz., \$1.00.

**Conqueror.** 21,000 s. Giant late white. Late July. Tr. pkt., 20c; 1 oz., 80c.

**English Daisy,** see Bellis, on page 43.

### DELPHINIUM 10,000 S.

Early summer sowings produce strong plants for forcing next winter indoors or outdoor cutting next season.

#### GIANT PACIFIC HYBRIDS.

**\*Black Knight Series.** The darkest of them all. Huge individual flowers of beautiful form with heavy velvety texture.

**\*Blue Jay Series.** A true blue color which is so rare in nature and difficult to obtain. A striking medium blue with dark bee.

**\*Round Table Series.** All the colors of the "Knights and their Ladies" Series including many not yet introduced. Invaluable for show purposes.

**Prices on above three** (Originator's seed): Tr. pkt., \$1.25; ½ oz., \$3.00.

**\*Galahad Series.** Described by the originator as an improvement over Giant Pacific Clear White in purity of color, size of flowers, and general trueness of strain. The *finest white Delphinium in existence from seed*. Tr. pkt., \$2.00; ½ oz., \$4.00; ¼ oz., \$7.00; 1 oz., \$24.00.

**Lancelot Series.** Clear lilac self; extra large flowered and a fine pastel shade, color variable. Tr. pkt., \$2.00; ½ oz., \$4.00; ¼ oz., \$7.00; 1 oz., \$24.00.

**\*Blue Shades.** Our most popular strain, a mixture of the originator's Light Blue and Dark Blue Shades.

**Lavender Pastel Shades.** A mixture of pastel lavender shades.

**Violet Shades.** Deep rich violet-blue colors with many contrasting white bees.

**Pastel Shades.** A very fine pastel mixture of pastel lavender and blue shades.

**\*Mixture.** A complete mixture of all above and many intermediate shades. A supremely fine complete mixture of Hybrid Delphinium. Prices on above **five only** each: Tr. pkt., \$1.00; ½ oz., \$2.00; ¼ oz., \$3.50; 1 oz., \$12.00.

**\*Clear White.** Excepting possibly the new Galahad Series listed above, the finest clear white Delphinium available from seed. Very large, clear, white flowers, double and semi-double set on long spikes. Forces very well. Tr. pkt., \$1.25; ½ oz., \$2.50; ¼ oz., \$4.00; 1 oz., \$14.00.

#### OTHER VARIETIES.

**\*Belladonna Improved.** A carefully reselected strain of this standard light blue. Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.85; 1 lb., \$24.00.

**\*Lamartine.** Fairly deep, extra bright marine-blue. An outstanding strain for color and excellent cut flower habit. Tr. pkt., 50c; ¼ oz., \$1.20; 1 oz., \$4.50.

**Bellamosum Improved.** A reselected strain. Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.85; 1 lb., \$24.00.

**Belladonna.** The original or regular strain. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.60.

**\*Blackmore and Langdon Hybrids.** A fine free flowering long-stemmed Hybrid strain for cutting. Tr. pkt., 50c; ¼ oz., 90c; 1 oz., \$3.00; 4 ozs., \$9.00.

**Wrexham or Hollyhock Strain.** Extra large tapering spikes. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$5.00.

**Gold Medal Hybrids.** Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.



*Giant Pacific White 9 months after sowing of seed. Some spikes!*

### (R) DIANTHUS 28,000 S.

**Allwoodi Alpinus Mixed.** 8 to 10 in. 1½ in. single flowers in shades of pink. Early June flowering and perfectly hardy. Tr. pkt., 35c; ¼ oz., \$1.10.

**\*Deltoides Erecta.** 6 in. June flowering. A dwarf compact Maiden Pink. Bright red flowers produced very freely. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

**Knappi.** 12 to 15 in. June flowering. Small clusters of single yellow flowers at tip of each branch. Perfectly hardy with us. Tr. pkt., 50c; ½ oz., \$1.60.

**\*Loveliness.** 20 in. Large, freely produced, light lavender flowers, quite fragrant and with highly fringed and curled petals. Tr. pkt., 50c; ¼ oz., \$1.25.

**\*Latifolius Atrococcineus.** 12 to 15 in. Produces many bright crimson semi-and double miniature Rose-like flowers, first season. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.

**Plumarius, Single Mixture** (Clove Pink). 20 in. Early, free flowering, and sweet scented. Tr. pkt., 15c; 1 oz., 35c.

**Neglectus, Rose Cushion.** 6 in. Very attractive neat rock plant. Many small rose-pink flowers extending above a dense mat of foliage end of May. Perfectly hardy. Tr. pkt., 50c; ¼ oz., \$1.25.

**BARBATUS** (*Sweet William*). 24 in. Early June flowering. Perfectly hardy, flowering second season from seed.

**\*Holborn Glory.** Striking combination of deep crimson with white. Tr. pkt., 15c; 1 oz., 50c.

**\*Newport Pink** (Pink Beauty). A particularly deep rich salmon-rose shade. Very attractive rich pastel. Tr. pkt., 15c., 1 oz., 50c.

**Purple Beauty.** Bright deep purple. Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.50.

**Scarlet Beauty.** Well named. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

**Giant White.** Ours is a particularly large flowered strain. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.25.

**Single Mixture** of all colors in this class. Tr. pkt., 15c; 1 oz., 50c.

**Double Mixture.** Tr. pkt., 15c; 1 oz., 60c.

(R) **\*Midget.** Very fine neat alpine and rock plant. 6 to 8 in. with dense heads of single Sweet William flowers. Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.00.

*In Florida, Delphinium and some other perennials are successfully grown as annuals.*



## MISCELLANEOUS PERENNIALS—Continued

### DICTAMNUS

**Fraxinella** (Gas Plant). 1700 s. 30 in. Pink with dark veins. Good border plant. Sow seed in the fall and allow to stand outdoors over winter for good germination. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.

### DIELYTRA (Dicentra)

**Spectabilis** (Bleeding Heart). 1600 s. 32 in. Sow seed in fall and allow to stand outdoors over winter for good germination. Flowers second season from seed. Tr. pkt., 50c; ¼ oz., \$4.00; 1 oz., \$15.00.

### DIGITALIS

**GLOXINOIDES** (Foxglove). 180,000 s. 4 ft.  
**Purple, Rose, White, and Giant Shirley Mixture.**  
Each: Tr. pkt., 15c; 1 oz., 50c.

### DORONICUM

18,000 S. (Leopard's Bane). Attractive yellow Daisy-like flowers on good stems for cutting.  
\***Bunch of Gold** (Pardalanches). 30 in. Long-stemmed and extra free flowering. Fine. Tr. pkt., 75c.  
**Caucasicum.** 2 ft. The standard variety. Tr. pkt., 50c; ¼ oz., \$1.00.  
For **Edelweiss**, see *Leontopodium* on page 46.

### ECHINOPS

**Ritro** (Ornamental Thistle). The largest of the ornamental Thistles. Flowers 1½ to 2" in diameter with a fine blue color. Tr. pkt., 15c; 1 oz., 40c.

### EREMURUS

**Species Mixed.** Tall stately flower spikes 4-8 ft. in shades of pink and white. Hardy in Chicago if in a well drained location and with protection. Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.25.

### ERYNGIUM

**Bourgati.** 20 to 24 in. June flowering. Bright steel blue heads and deeply cut veined leaves are quite attractive. Tr. pkt., 50c.  
**Amethystinum.** 19,000 s. 3 ft. Large Amethyst-blue. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

### EUPATORIUM

**Coelestinum.** Hardy tall blue *Ageratum*. Seed should be sown outdoors in the Fall in a well drained location and allowed to remain outdoors over Winter for good germination. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$5.00.

### EUPHORBIA

**Corollata** (Wild Baby's Breath). 8700 s. 24 in. Small Gypsophila-like pure white flowers. Thrives on very poor soil. Tr. pkt., 35c; ¼ oz., 85c.  
**Polychroma.** 15-20 in. Very compact symmetrical plant producing brilliant yellow bracts of leaves at tip of branches middle of May. Perfectly hardy with us. Tr. pkt., 50c; ½ oz., \$1.50.  
**Myrsinites.** Attractive succulent-like silvery green growth; semi-prostrate in habit. Each branch produces a brilliant yellow bract of leaves in May. Perfectly hardy and vigorous growing with us. 6-8 in. tall. Tr. pkt., 35c; ¼ oz., \$1.25.  
For **Flax**, see *Linum*, page 46.  
For **Feverfew**, see *Matricaria*, page 47.  
For **Foxglove**, see *Digitalis*, page 45.

### GAILLARDIA

**GRANDIFLORA.** 9500 S. The following strains, except the dwarf *Goblin*, altho varying some in color, are all excellent cut flower sorts—large flowered and borne on long-strong stems.  
**Chloe.** Fairly large flowered clear yellow with yellow center. Comes 75% true, but germination somewhat slow and irregular. Tr. pkt., 35c.  
\***Dazzler.** The standard fine cutting strain. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.  
\***Monarch Strain.** A very superior mixture of large, full petaled flowers with an unusually bright color mixture. Tr. pkt., 30c; ¼ oz., 85c; 1 oz., \$2.75.  
**Burgundy.** Deep shade of wine red. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.  
**Maxima Aurea.** Yellow. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.  
**The King.** Large deep red flowers edged gold. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.  
**Oculata New Hybrids.** Mixture of pastel shades containing many attractive original colors. Long stems for cutting. Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.  
**Portola Hybrids Mixed.** Standard hybrid mixture. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.45.  
**Goblin.** Dwarf strain for decorative bedding and border work. 12 to 14 in. Forms very attractive compact plants. Tr. pkt., 35c; ¼ oz., 90c; 1 oz., \$3.00.  
For **Gas Plant**, see *Dictamnus*, page 45.

### GEUM

7000 S. 24 in. Fine for cutting or garden decoration.  
**Lady Stratheden.** Double golden yellow. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.65.  
**Mrs. Bradshaw.** Double glowing red. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.  
**(R) Borisii.** 12 to 15 in. (true stock). A very attractive early May flowering species. Brilliant single orange-scarlet flowers. Perfectly hardy border or rock garden subject. Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$4.25.

### GYSOPHILA

34,000 S. A planting of several varieties of hardy Gyp is interesting and valuable for outdoor summer cutting.  
\***Pacifica.** 42 in. Flower size of Paris Market annual with an attractive shade of bright pink. Nice. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.  
\***Oldhamiana.** 30 in. Very fine dense heads of feathery light rose-pink flowers. Flowers first season from an early sowing. October flowering—watch frost dates. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.  
**PANICULATA.** The regular white hardy Gyp. Note that double grafted varieties like *Bristol Fairy* are not available from seed.  
\***Double Snow Flake.** 40 in. An improved double hardy Gyp. Produces about 50% double flowering plants. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.85.  
**Single White.** Tr. pkt., 15c; 1 oz., 35c.  
**(R) REPENS.** 6 in. An attractive hardy rock garden plant.  
**Rose.** Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.  
**White.** Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.  
For **Annual Gyp**, see page 33.

### (R) HELIANTHEMUM

**Mutabile** (Rock Rose). 15,000 S. 8 to 10 in. Very attractive dwarf evergreen rock plant. Tr. pkt., 20c; 1 oz., 80c.

### HESPERIS

**Matronalis** (Sweet Rocket). 15,000 s. 3 to 4 ft. Deep magenta red. Tr. pkt., 10c; 1 oz., 25c.

Through cooperative community advertising you will get the most for your advertising money.

## MISCELLANEOUS PERENNIALS—Continued

### HEUCHERA

**Sanguinea** (Coral Bells). 750,000 S. 24 in. Crimson. An attractive garden plant with some value for cutting.  
Tr. pkt., 50c; ¼ oz., \$1.75; 1 oz., \$6.50.

### HOLLYHOCK

**Imperator.** 2700 S. Choice double fringed mixture.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.60.

**Allegheny Mixed.** 2700 S. Single and semi-double types.

Tr. pkt., 15c; 1 oz., 50c.

**CHATER'S DOUBLE.** 3100 s. The standard double Hollyhock.

**Chamois, Deep Rose, Lilac Beauty, Newport Pink, Scarlet, Sulphur Yellow, White, and Mixture** of all colors.

Each: Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

### (R) IBERIS 11,500 S.

**Gibraltarica.** 12 in. Large flowered lilac.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

**Sempervirens.** 12 in. Flowers end of May. White. Seedlings flower second season.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

### LATHYRUS

**LATIFOLIUS** (Hardy or Everlasting Sweet Pea).

550 S. Perfectly hardy abundant source of short-stemmed flowers.

**Pink Beauty White Pearl Red Mixture**

Each: Tr. pkt., 15c; 1 oz., 50c.

### LAVANDULA

**Vera** (True Sweet Lavender).

32,000 S. Old-fashioned garden plant. Seed irregular and slow in germinating.

Tr. pkt., 15c; 1 oz., 50c.

### LEONTOPODIUM

**Alpinum** (Edelweiss). 275,000 S. Attractive rock garden plant in cool climates. Small greenish white leaves.

Tr. pkt., 35c; ½ oz., \$1.25.

### LIATRIS (Blazing Star)

9500 S. Excellent cut flowers, long decorative, bold spikes. Used very effectively in basket arrangements.

\***Pycnostachya.** Extra long-stemmed—3 to 5 ft. with long 15 to 18 in. flower spikes of rosy purple. Finest cut flower kind.

Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.

**Spicata.** Not quite so long-stemmed or with as long flower spikes as above; purple. Prefers a damp low location.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

**Scariosa,** Rosy Purple. Extra large individual flower heads on long, loosely set spikes. Tr. pkt., 30c; ¼ oz., 75c.

\***Scariosa White.** A very fine pure white form of above. Long closely set flower spikes. Excellent cut flowers or decorative plant. Our strain comes about 85% true to type.  
Tr. pkt., 50c; ¼ oz., \$1.60; 1 oz., \$5.50.

### LOBELIA

The two following are perfectly hardy, very showy garden plants usually grown in damp low locations.

**Cardinalis** (Fulgens). 725,000 S. (Cardinal Flower). 36 in.

Produces long tapering spikes of cardinal-red flowers.

Tr. pkt., 25c; ¼ oz., 85c; 1 oz., \$3.25.

**Syphilitica.** 1,750,000 S. 2 to 3 ft. Attractive blue spikes.

Tr. pkt., 25c; ¼ oz., \$1.50.



*Lily-White Queen; fine for cutting.*

### LILIES FROM SEED

The new White Queen has added new importance to seed-produced Lilies. In addition to low initial cost (no bulb bills) and absolutely disease free stock, this new strain flowers 15 months from seed and with flowers fully equal to fine Erabu specimens. Used considerably as a cut flower strain. A chapter in the "Red Book," "Lilies From Seed," treats fully our experience in handling this crop.

\***White Queen.** 8200 S. The largest flowered *Pure White* seed propagated Lily we know of. A fine variety.

½ tr. pkt., 60c; tr. pkt., \$1.00; ¼ oz., \$1.75; 1 oz., \$3.75.

**Philippinense Formosanum, Giant Flowered.** 8200 S. An improved form of the original stock of Philippine Lily.

Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$3.00; 4 oz., \$8.00.

**Philippinense Formosanum Improved.** 8200 S. The original Philippine Lily.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75; 4 oz., \$5.50.

**Regale** (Regal Lily). 6500 S. Pink with primrose center.

Tr. pkt., 15c; 1 oz., 50c.

### LINUM

**Perenne** (Perennial Flax). 8500 S. Blue.

Tr. pkt., 15c; 1 oz., 40c.

### LUNARIA

**BIENNIS** (Honesty or Money Plant). 1500 S.

**White Crimson Mixture**

Each: Tr. pkt., 15c; 1 oz., 45c.

### LUPINUS

**POLYPHYLLUS** (Hardy Lupine). Fine cutting material. Requires a well drained location and thrives best in cool climates.

\***Russell Strain.** 1000 s. From all indications, this strain is meeting all the originator's claims for it. For the home gardener and retail grower who wants a bed of Hardy Lupines for cutting, the Russell Strain is by all means the one to use. Unusually long closely set flower spikes and the widest range of attractive colors found in Hardy Lupines.

*Growing greenhouse crops is a profession and a business, and one way or another, it costs to learn it.*



## MISCELLANEOUS PERENNIALS—Continued

### LUPINUS—Continued

**Reselected Stock** (Originator's packets) 20 seeds, 20c; 65 seeds, 50c; 150 seeds, \$1.00; 350 seeds, \$2.00.  
Grown from Originator's Stock. Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.25.

MISCELLANEOUS POLYPHYLLUS VARIETIES. 1450 S.

**Chocolate Soldier.** Yellow shading to chocolate.

Tr. pkt., 35c; ¼ oz., \$1.25; 1 oz., \$4.25.

**Dark Blue.** Tr. pkt., 15c; 1 oz., 50c.

**Luteus.** Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.

**Rose.** Tr. pkt., 15c; 1 oz., 50c.

**White.** Tr. pkt., 15c; 1 oz., 40c.

**\*Harkness Regal Mixture.** The standard fine hybrid mixture containing all colors in this class.

Tr. pkt., 15c; 1 oz., 50c; 4 ozs., \$1.65.

For **Annual Lupine**, see page 34.

### LYCHNIS 64,000 S.

**Alpina.** Rose. 12 in. Nice dwarf rock garden plant.

Tr. pkt., 25c; ½ oz., 85c.

**Chalcedonica.** 36 in. Scarlet.

Tr. pkt., 15c; 1 oz., 50c.

### MATRICARIA Capensis (Feverfew)

145,000 S.

**\*Ball Double White.** Since introducing this strain in '34, demand for it is constantly increasing as a standard greenhouse and outdoor cut flower crop. Differs from ordinary cutting propagated strain in having smaller and more compact completely double flowers that hold up much better in shipping and handling. Responds readily to additional lighting for forcing.

½ tr. pkt., 30c; tr. pkt., 50c; ½ oz., \$1.00; ¼ oz., \$1.75.

**Double Golden Ball.** 10 in. Dwarf, semi-double yellow.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

### MYOSOTIS (Forget-me-not) 42,000 S.

**\*Blue Bird** (Oblongata). 12 in. Standard deep blue Forget-me-not for Spring greenhouse flowering.

Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.75.

**Palustris.** True Marsh Forget-me-not. Hardy with us. Blue.

Tr. pkt., 20c; ¼ oz., 50c; 1 oz., \$1.75.

**ALPESTRIS.** Biennial.

**\*Royal Blue** (Indigo blue). 12 in. Deep rich blue.

Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.35.

**Pink Bouquet** (Stricta Grandiflora). Medium deep pink shade; compact upright habit. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

**Blue Basket.** 12 in. Deep blue. More spreading habit.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

**White.** 12 in. Spreading habit. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., 90c.

For other *Myosotis* including our *Ball Early*, see page 35.

### NEPETA

**Mussini.** 52,000 S. 12 in. Light blue. June flowering Catnip.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For **Painted Daisy**, see *Pyrethrum*, next page.

For **Oriental Poppy**, see this page.

### PHLOX (Perennial)

**Hybrid Mixture** (Decussata). 2500 S. 3 ft. Our Strain contains many new large flowered, brilliantly colored types.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.60.

### PHYSALIS

**Francheti** (*Chinese Lantern Plant*). 18,000 s. Large decorative orange seed pods. Tr. pkt., 15c; 1 oz., 60c.

### PHYSOSTEGIA

**Virginica.** 16,000 S. 4 ft. Rosy lilac.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

For **Pinks**, see *Dianthus*, page 44.

### PLATYCODON

**GRANDIFLORUM** (Tufted Harebell or Balloon Flower). 28,000 S. 24 in. Very attractive for spring sales, perfectly hardy.

**White and Blue**, a clear deep violet-blue.

Each: Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

### POPPY

**ORIENTALE** (Oriental Poppy). 140,000 S. Altho not suited to shipping or much handling, Oriental Poppies are unsurpassed for brilliant colors. If cut in the bud stage, they last several days in water. Sow seed in pots and transplant into the field when small so as not to disturb the roots. Seed produced strains will vary some in color.

**\*Olympia.** A seed produced strain of this fine standard orange-scarlet variety. Perfectly hardy, of course, and produces 50% true semi-double flowers. Some earlier flowering than following varieties. Originator's. Tr. pkt., 60c.

**Beauty of Livermere.** Dark oxblood-red.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

**Brilliant.** 40 in. Vivid, fiery red.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Mrs. Perry.** Fine salmon-rose.

Tr. pkt., 35c; ½ oz., \$1.15.

**Mixture** of all colors in this class.

Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.75.

### (R) PRIMULA

**Vulgaris** (True Yellow English Primrose). 19,000 S. 6 in. Sow seed in the fall and allow to stand outdoors over winter. Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$2.85.

**Bulleesiana Hybrids.** 130,000 S. 18 in. Bright mixture of colors. Seed of irregular germination. Tr. pkt., 50c; ½ oz., \$1.15.

**VERIS.** 33,000 S. Especially the new large flowered Colossea has proven the usefulness of this class for spring pot plants and combinations, since they can be moved without harm while flowering. Plants lifted from outdoors in the fall will make specimen pot plants from February and March on. Also makes fine hardy border plants if given partial shade.

**\*Colossea.** Our trials of this strain show a real improvement in flower size, new bright colors, and strong growth. Originator's Tr. Pkts. only, 75c.

**Kleyni.** A particularly valuable hardy Primula because of extra long stems and large flower heads. Easily forced in spring for pot plant work. 100 seeds, 40c.

**\*Giant Munstead Strain.** The standard strain for bedding. Not so tall as above strains; in shades of yellow. Tr. pkt., 50c; ¼ oz., \$1.50.

**Polyanthus Mixture.** Unwin's Strain. 12 in.

Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.75.

For other *Primula* varieties, see page 22.

*Unless a crop is uniformly well grown today, chances are it represents a loss.*

## MISCELLANEOUS PERENNIALS—Continued



The extra large flowered *Primula Veris Colossea* above is rapidly finding its place in the pot plant field.

### PYRETHRUM

The ROSEUM type contains the standard cut flower varieties.

**Ptarmicaeflorum.** 340,000 S. 5 in. Very dwarf finely feathered silvery white foliage.

Tr. pkt., 50c; 1/16 oz., \$1.15.

**Parthenifolium Aurea, Excelsior.** 325,000 S. 3 in. Same as above but foliage distinctly yellow-green and dwarf.

Tr. pkt., 35c; 1/8 oz., \$1.00.

**Uliginosum.** 62,000 S. 3 ft. Single white, Daisy-like flowers.

Tr. pkt., 35c; 1/4 oz., \$1.25; 1 oz., \$4.50.

**ROSEUM** (Painted Daisy). 18,000 s. The standard hardy cut flower class.

**\*Semi-Double Mixture.** An excellent strain that requires two-year-old clumps to produce its fully double flowers.

Tr. pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$3.85.

**\*James Kelway.** Fine dark red cut flower variety.

Tr. pkt., 35c; 1/4 oz., 90c; 1 oz., \$3.25.

**Atrosanguineum.** A popular dark crimson strain.

Tr. pkt., 35c; 1/4 oz., \$1.20; 1 oz., \$4.25.

**\*Robinson's Hybrids.** Large single mixture.

Tr. pkt., 35c; 1/4 oz., 90c; 1 oz., \$3.50.

**Robinson's Dark Crimson.** An extra large flowered, true strain of dark crimson Pyrethrum for cutting.

Tr. pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$4.00.

### RUDBECKIA

**Purpurea** (Echinacea). 7000 S. 4 ft. Reddish purple.

Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.50.

### SALVIA

**Patens.** 3800 S. 30 in. Navy blue hardy Salvia.

Tr. pkt., 25c; 1/4 oz., 65c; 1 oz., \$2.25.

### SAPONARIA

**Ocymoides.** 5500 S. 12 in. Trailing rose hardy rock plant.

Tr. pkt., 20c; 1 oz., 75c.

*You don't definitely know whether a crop is a loss or a profit without a cost accounting system.*

### SCABIOSA

**2400 S.** Excellent perennial cut flower material. Larger flowered than the popular annual form, perfectly hardy, and early flowering. Seed germination sometimes slow and irregular.

**Columbaria Lavender.** Delicate color.

**Columbaria Pink.** Orchid-pink shade.

**Caucasica Perfecta.** Large flowered improved form of this lilac-lavender strain. Each: Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

**\*Caucasica, House Hybrids.** Shades of lavender and blue. Use this strain for a small bed of hardy cutting Scabiosa.

Tr. pkt., 35c; 1/4 oz., 80c; 1 oz., \$2.85.

**Fischeri.** 30 in. rounded bushy plants. Flowers medium-sized and a bright lilac-lavender color. Very free flowering decorative plant as well as producing plenty of cut flower material. Perfectly hardy with us. Tr. pkt., 35c; 1/4 oz., 60c; 1 oz., \$2.25.



*Sedum Reflexum*, "Chameleon"

### (R) SEDUM

**700,000 S.** A very excellent fully hardy rock garden family; the following are easily propagated from seed and come true.

**\*Acre.** 3 in. A very nice extra dwarf evergreen. Small light yellow flowers produced in June account for its common name—Golden Moss. Very strong hardy grower. Tr. pkt., 25c; 1/8 oz., 75c.

**\*Aizoon.** 4 in. Attractive dwarf form, bright yellow with contrasting reddish brown foliage. Tr. pkt., 50c; 1/8 oz., \$1.35.

**Kamtschaticum.** 6 to 8 in. Very nice green foliage with yellow flowers. Tr. pkt., 50c; 1/8 oz., \$1.50.

**Reflexum, Chameleon.** Growth starts green, gradually turning buff or light brown shades as season advances. Bright yellow flowers in midsummer; 8 to 10 in. in fall. Tr. pkt., 75c.

**\*Bronze Carpet** (*Spurium Coccineum*). 4 in. Attractive deep bronze foliage. Tr. pkt., 35c; 1/16 oz., \$1.35.

### SEMPERVIVUM (House Leek)

**Perennial Mixture.** 325,000 S.

Tr. pkt., 35c; 1/16 oz., \$1.35.

### SPERGULA

**Pilifera.** 25,000 S. per 1/2 ounce. Rounded compact hard growth; small white flowers in June. Attractive for planting between stones or for borders. Partially hardy in our latitude.

Tr. pkt., 50c; 1/16 oz., \$1.50.



## MISCELLANEOUS PERENNIALS—Continued

### STATICE

Perennial Statice are very hardy, make good cut flower material and some as noted can be successfully dried and dyed.

**Caspia.** 175,000 S. 30 in. Seedlings flower second season. Lilac.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

**Dumosa.** 19,000 S. 18 in. Dense clumps of silvery gray flowers produced second season from seed.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.65.

**Tatarica.** 13,000 S. 14 in. Small white flowers that may be dried. Tr. pkt., 15c; 1 oz., 65c.

**\*Latifolia** (Sea Lavender). 40,000 S. 30 in. Standard blue perennial Statice. Very hardy and may be dried.

Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.35.

**Perezi.** 14,000 S. Flowers in large lavender heads first year from seed, but not completely hardy with us.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.65.

**Puberula.** 5200 S. 8 to 10 in. A dwarf form with flower heads similar to *S. Latifolia*. Flowers second season.

Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.50.

For Annual Statice, see page 39.



A very attractive and generally satisfactory rock plant—*Veronica repens*.

### STOKESIA

**Cyanea.** 3300 S. 16 in. Large blue flowers.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

For Sweet William see *Dianthus Barbatus*, page 44.

### THALICTRUM

**Dipterocarpum.** 12,000 S. 3 to 4 ft. Early June flowering.

Rosy purple clusters of flowers good for cutting or garden decoration. Flower second season with us.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

**Adiantifolium.** A dwarf form—18 in.—and with fine textured foliage not unlike *Adiantum* fern; yellow flowers.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.60.

**Aquilegifolium.** 40 in. Shades of lilac and mauve.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.60.

### TRITOMA

**Mirabilis Hybrids.** 20,000 S. Yellow and orange shades. Varies.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

### TROLLIUS

**LEDEBOURI** (Globe Flower). 8000 S. Good cutting and decorative plants. Sow seed in fall and allow to stand outdoors over winter for good germination.

**Golden Queen.** 3 to 4 ft. A fine early large orange variety.

Tr. pkt., 50c; ¼ oz., \$2.00.

**Orange.** 24 in. Tr. pkt., 50c; ¼ oz., \$1.50.

### TUNICA

**Saxifraga.** 150,000 S. 8 to 10 in. Small rosy lilac flowers produced first season from seed. Tr. pkt., 15c; 1 oz., 75c.

### VALERIANA

**Rubra.** 13,000 S. 36 in. Deep crimson. Good for cutting.

Tr. pkt., 15c; 1 oz., 60c.

For the hardy *Verbena Aubletia* (canadensis) see page 41.

### VERONICA 250,000 S.

**Longifolia.** 30 in. Compact, dense spikes of blue flowers. Very graceful decorative garden plant.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.

**\*Repens.** 1 to 2 in. Very dense flat growth, excellent for between stones planting or other purposes requiring a spreading flat growth. Covers itself with white flowers early in May.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

For Wallflower, see *Cheiranthus*, page 43.

For Annual Wallflower, see page 41.

### VIOLA (Cornuta)

Miniature Pansies. Extra free-flowering and effectively used for bedding.

**Apricot.** Large flowered true apricot shade. Chantreyland better. Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$3.00.

**\*Arkwright Ruby.** Maroon-scarlet with dark center. A highly attractive bright color. Tr. pkt., 35c; ½ oz., \$1.00; ¼ oz., \$1.60; 1 oz., \$6.00.

**Black Prince.** Deep violet-blue. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**\*Chantreyland.** Extra large flowered true apricot. Tr. pkt., 35c; ¼ oz., \$1.25; 1 oz., \$4.00.

**G. Wermig.** Rich violet-blue between Jersey Gem and Mauve Queen. Tr. pkt., 50c; ½ oz., \$1.00; ¼ oz., \$1.60; 1 oz., \$6.00.

**\*Jersey Gem.** (True stock). Attractive large deep Cattleya. Tr. pkt., 50c; ½ oz., \$2.00; ¼ oz., \$3.75.

**Johnny Jump Up.** A tiny flowered, but unique species; purple, blue, and yellow shades. Tr. pkt., 50c; ¼ oz., \$1.00.

**\*Lutea Splendens.** Clear golden yellow. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Mauve Queen.** Light cattleya. Very true. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Papilio.** Blue and white combination. Extra dwarf and free flowering. Small flowered. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**Puck.** Purple with yellow wings and dark pencillings. Small flowered. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.75.

**White Perfection.** Small, pure white. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

**W. H. Woodgate.** Bright violet. Tr. pkt., 50c; ¼ oz., \$1.75.

**Large-Flowered Mixture.** Complete mixture of all large flowered varieties. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.75.

Usually the more stock grown, the lower are returns. Don't overdo.

# VEGETABLE SEEDS FOR FLORISTS

WITH increasing interest in home gardens, florists should take full advantage of the opportunity of supplying vegetable plants that are sure to be called for in increasing quantity—especially Tomato, Pepper and Cabbage. In our list of varieties you will find those adapted to home garden use as well as varieties suitable for those who grow for market.

## THOSE WOODEN PLANT BANDS

In growing vegetable plants for early crops or for selling to home gardeners, band grown plants are of particular value. When these plants are put out without the heavy check that follows when dug from flats, they get into bearing earlier. For vegetable plants we recommend the larger sizes. Selling bedding or vegetable plants is made more attractive when offered in these bands. See inside front cover page of this catalog for full description, sizes, and prices, of these bands.

## NEW EVERBEARING STRAWBERRY

**Baron Solemacher.** This variety improves in size and length of fruit the variety RUGEN, sent out by us a few years ago. The product of a German specialist. If sown early February, will produce freely by autumn. Should be watered when dry, and they enjoy some protection from the strong sun. Tr. pkt. (1000 seeds), 50c.

## BEET

	1 oz.	4 ozs.	1 lb.
<b>Crosby's Egyptian.</b> (Original Strain). 55 days. Extra early for home and market gardeners. Globe-shaped. Dark purplish red, crisp and tender, excellent quality	\$0.10	\$0.25	\$0.90
<b>Detroit Dark Red.</b> (Improved Strain). 55 days. Standard for home and market garden. Uniform globe-shaped. Blood-red, tender until full grown	.10	.25	.80

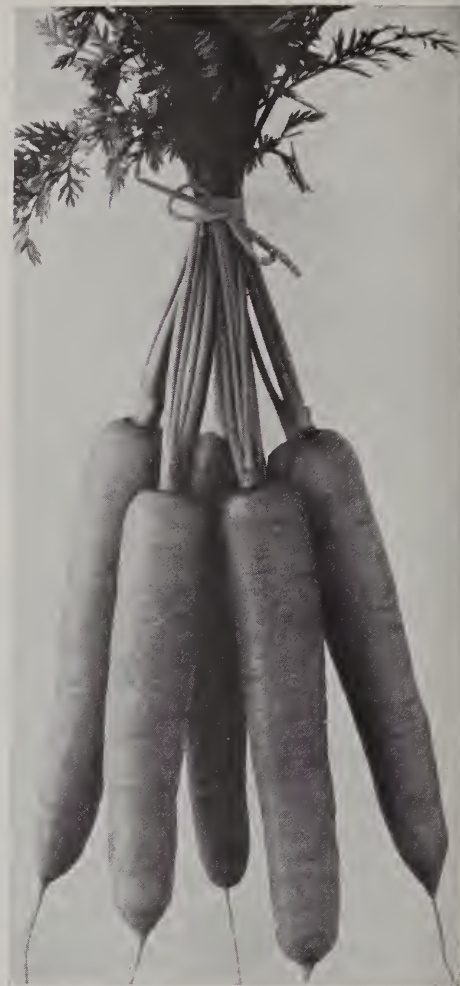
## CABBAGE

	1 oz.	4 ozs.	1 lb.
<b>All Head Early.</b> Good winter keeper. Deep heads, firm, fine quality, valuable for kraut, 77 days	.25	.70	2.10
<b>Copenhagen Market.</b> Regular early. Medium sized heads; compact, good yielder, 70 days	.40	1.15	3.60
<b>Danish Ballhead.</b> Best late variety, heads large, flat, firm and solid, keeps in storage until late spring	.35	1.00	3.25
<b>Early Dwarf Flat Dutch.</b> Splendid for home and market garden; heads almost ball-shaped, firm, fine flavor and high quality, 71 days	.30	.90	2.90
<b>Early Jersey Wakefield.</b> Extra early, valuable for home or market growers. Plants small, allowing close planting; firm heads, 2-2½ lbs. 62 days. Sure header, fine for southern shippers	.25	.75	2.50
<b>Golden Acre.</b> (Danish grown). Earliest round head variety for early market and shipping. Short stem. 62 days. Uniformly firm round heads, matures evenly	.45	1.25	4.00

	1 oz.	4 ozs.	1 lb.
<b>Large Wakefield.</b> Heads larger and broader, but fully a week later than Early Jersey Wakefield	\$0.30	\$0.90	\$2.90
<b>Late Flat Dutch.</b> The best large late variety. Popular for home and market garden and shipping. Good keeper, firm heads of good quality. 110 days. Very hardy and dependable	.35	1.00	3.25
<b>Mammoth Rock Red.</b> Best red variety. Good keeper, round hard heads, deep purplish red, 90 days	.35	1.00	3.25
<b>Round Red Dutch.</b> Hard heads	.45	1.25	3.75
<b>Savoy, Chieftain.</b> (All America award 1938). Earlier than standard varieties of this class. Heads medium large; thick flat and firm. Stands well without bursting.	.40	1.25	3.75
<b>Wisconsin All-Season Resistant.</b> Valuable in localities infested with "cabbage yellows." Good winter keeper; large flat hard heads. Excellent kraut variety	.45	1.40	4.50

## CARROT

<b>Chantenay.</b> Fine all-purpose variety for home and market garden and shipping. Dependable heavy yielder. Good for winter.	.25	.65	2.00
<b>Danvers Half-Long.</b> Very productive and uniform. Bright orange—much used for shipping. 75 days	.25	.65	1.90
<b>Morse's Bunching.</b> (All America Award 1934). Short tops—strong medium size stems 1½x8" in size at maturity. Developed as a bunching carrot for long distance shipping	.35	1.00	3.25



CARROT—Morse's Bunching

## CAULIFLOWER

	1 oz.	4 ozs.	1 lb.
<b>Early Dwarf Erfurt.</b> An extra early variety, plants dwarf, dependable header, heads firm, medium size			
Tr. pkt., 25c; ¼ oz., \$1.40; ½ oz., \$2.60			\$4.75
<b>Early Snowball.</b> Best early greenhouse-forcing variety, medium pure white heads, good shipper. The standard of excellence. 52 days	¼ oz., \$1.40;	½ oz., \$2.60	4.75

## CELERY

<b>Golden Plume or Wonderful.</b> Better and earlier than Golden Self Blanching, a leader for market gardening. ½ oz., 35c	.60	\$1.60
<b>Golden Yellow Self-Blanching Dwarf.</b> Standard market and shipping sort.	.50	1.75

## CELERIAC

<b>Large Smooth Pragne.</b> Turnip-rooted celery. Fairly smooth, stalks hollow, keeps until late winter	.25	.75
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## CUCUMBER

<b>Straight 8.</b> (All America Gold Medal Winner). An outstanding variety, producing symmetrical cylindrical fruits about eight inches long, 1½ inches in diameter; deep green, when ready for use, and an ideal shipper. Also desirable for home and market gardens	.20	.50	\$1.50
<b>Chicago Pickling.</b> (Westerfield). Most valuable for pickling and slicing. 6-7 inches, uniform, 60 days	.15	.35	1.25



# VEGETABLE SEEDS FOR FLORISTS—Continued

## CUCUMBER—Continued

1 oz. 4 ozs. 1 lb.

<b>Davis Perfect.</b> Fine slicing variety. Good shipper. 9-11 inches. Good for greenhouse growing	\$0.15	\$0.40	\$1.25
<b>Early Fortune.</b> Best for slicing or shipping. Dark green. 8-9 inches long. Uniform. 68 days	.15	.40	1.25

## EGGPLANT

<b>Black Beauty.</b> Popular home and market variety. Rich dark purple	.35	1.40	
<b>Improved Large Purple.</b> (Spineless). The standard home and market sort, early, good producer	.30	1.35	

## KALE

<b>Dwarf Green Curled.</b> Very hardy, 12-15 inches tall, 30 inch spread. Finely curled	.20	.50	
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## KOHLRABI

<b>Early White Vienna.</b> Standard sort for forcing and home garden. Globe-shaped. 60 days outdoors	.25	.65	
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## LETTUCE

<b>Big Boston.</b> Select stock. Most widely popular of all heading Lettuce. Largely used for summer and fall hot-bed and cold frame culture. Cabbage butter-head type, excellent quality	.20	.50	1.50
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<b>Black-Seeded Simpson.</b> Early, dependable everywhere and largely used by home and market gardeners. Loose leaved and frilled, grows quickly, fine quality	.15	.40	1.10
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<b>Grand Rapids Forcing.</b> The standard loose leaved variety for greenhouse forcing. Tender and sweet under glass. Best early market variety	.15	.50	1.50
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<b>Mammoth Black Seeded Butter.</b> Fine butter heading variety for home and market, especially good for summer. Heads large and firm, excellent quality and flavor	.15	.40	1.35
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<b>New York Special No. 12.</b> Early, sure heading and does well in mid-summer. Very popular for shipping	.20	.50	1.60
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## ONION

<b>Prizetaker.</b> Large, globular; yellow, good shipper and keeper, flesh coarse and mild	.25	.60	1.75
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<b>Riverside.</b> Mid-season, yellow, globe-shaped; keeping extra well for soft type, larger than Prizetaker and mild	.60	1.60	
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<b>Yellow Globe Danvers.</b> Very popular; medium large; globe-shaped; flesh white with tinge of yellow, firm and hard, excellent keeper	.25	.60	1.60
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## PARSLEY

<b>Extra Triple Curled.</b> (Moss Curled). Very compact. Dark green; finely cut and closely curled	.15	.30	.90
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<b>Paramount.</b> New and improved triple curled variety, unusually rich dark green foliage tightly curled, finest variety for home or market gardeners	.15	.35	1.15
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## PEPPER

→ ½ oz. 1 oz. 4 ozs.

<b>California Wonder.</b> (Sweet). 72 days. Standard of excellence in Sweet Peppers. Used largely by market growers and shippers. Heavy producer over long period. Fruit large, smooth, dark green, becoming crimson	\$0.30	\$0.60	\$1.90
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<b>Chinese Giant.</b> (Sweet). 80 days. The largest Sweet Pepper. Deep green, becoming scarlet-red	.25	.50	1.65
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<b>Crimson Giant.</b> 85 days. Very mild, popular home and market sort. Deep green, becoming deep crimson	.30	.40	1.30
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<b>Harris' Early Giant.</b> (Sweet). 63 days. Very early for home and market; very prolific, deep green, turning red, well suited to northern states	.25	.40	1.40
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<b>Hungarian Yellow Wax.</b> (Hot). Very early. Desirable for canning or market garden. Light yellow becoming bright red. Plants small, heavily productive	.35	.60	1.75
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PEPPER—*California Wonder*

## PEPPER—Continued

½ oz. 1 oz. 4 ozs.

<b>Sweet Bull Nose.</b> Mild-fleshed. 55 to 60 days. Deep green becoming scarlet; early and prolific	\$0.20	\$0.35	\$1.10
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<b>Long Red Cayenne.</b> (Hot). 70 days. For pickles, canning or drying, very prolific. Deep green, becoming bright red, fruit long, thin, and tapered	.20	.35	1.10
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<b>Pimento.</b> (Perfection). Sweet. 72 days. Standard variety for home or market garden and for canning whole. Deep green, becoming deep red. Heavy producer, fruits smooth and regular, flesh sweet	.20	.30	.90
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<b>Ruby King.</b> (Sweet). Standard for home or market. Deep green, turning bright red. 68 days. Very productive	.20	.35	.90
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<b>Sweet Yellow.</b> Medium size and firm	.30	.50	1.50
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<b>World Beater.</b> (Sweet). 70 days. Large, oblong, green, turning deep red; thick flesh. Very productive	.20	.35	1.25
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## RADISH

1 oz. 4 ozs. 1 lb.

<b>Early Scarlet Globe.</b> (Short Top Strain). Our strain of this very early forcing variety is a superior one; small tops make it right for bunching. 23 days. This is an ideal florists' "catch crop" for selling to local stores	\$0.10	\$0.30	\$0.90
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<b>Icele.</b> 27 days. Best early standard white Radish for home and market gardens, roots long, very white and brittle	.10	.25	.65
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<b>Scarlet Turnip.</b> White-tipped popular variety for home and market gardens. Tops small, roots deep, turnip-shaped, bright scarlet; fine quality	.10	.20	.65
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## SPINACH

<b>Savoy Leaved or Bloomsdale.</b> 40 days. Standard early sort for home and market gardens. Plants upright and compact, spread 12-15". Splendid quality	.25	.50	1.50
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<b>New Zealand.</b> Distinctly valuable for hot, dry weather; seeds are large, nutlike; plants large and spreading; leaves small, thick, deep green and tender	.25	.50	1.25
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# VEGETABLE SEEDS FOR FLORISTS—Continued

1 oz. 4 ozs. 1 lb.

**SWISS CHARD, Lucullus.** Deep green, fleshy, crumpled leaves, choice for greens—most popular variety.....\$0.15 \$0.35 \$0.90

## TOMATO

**Michigan State Forcing.** New and distinct greenhouse Tomato, developed at Michigan State College. Self-pollinating, and wilt-resistant; rich, deep scarlet fruits, globular, medium size, in large clusters.....Pkt. 15c... .65 2.40

**Bonny Best.** Unexcelled for all purposes including forcing under glass, smooth and firm. 73 days......25 .80 3.00

**Break O'Day.** Early wilt-resistant, globe-shaped; fine for shipping; heavy producer, flesh firm and good quality......35 1.00 3.50

**Chalk's Early Jewel.** 75 days. Fine for home and market, heavy producer, scarlet-red—smooth and firm......30 .90 3.00

**Crimson Cushion, or Beefsteak.** Large, round, bright scarlet; solid; very prolific......50 1.50 4.90

**Dwarf Champion.** Tree-like. Requires no support; medium size, solid pink fruit......45 1.50

**Dwarf Stone.** 81 days. Strictly dwarf, tree-like, fruits bright red, smooth and solid......45 1.50

**Earliana.** Very early—particularly valuable for home and early market garden. Medium size, deep scarlet, firm and smooth. 64 days. Best all around early variety for home gardeners......35 1.10 3.75

**Early Detroit.** Particularly valuable for shipping. Purplish pink, medium, large, smooth fruit. 78 days......40 1.20 4.00

**Golden Queen.** 83 days. Best large yellow fruited; golden-yellow; firm and smooth, mild flavor......45 1.25

**Greater Baltimore.** Mid-season for truckers, canners and home gardeners. Earlier than Stone, heavy producer, deep scarlet......30 .85 2.75

**Supreme Gulf State Certified.** Very fine second early for shipping and market use, crimson, medium size, very solid, thick skinned, and smooth.....Pkt. 15c \$0.50 \$1.60

**John Baer.** Standard all-purpose variety, second early, used largely for canning and market gardeners, medium size......35 1.10 \$3.60

**June Pink.** 65 days. Earliest pink, early shipper, good producer......45 1.25

**Livingston's Globe.** Heavy producer. Good greenhouse grower. Large purplish pink fruit; smooth and solid......35 1.10 3.75

**Master Marglobe.** Particularly valuable for shipping and highly resistant to disease. Smooth; of distinct quality and long bearing. Fine for canners. 75-78 days......35 1.00 3.60

**Oxheart.** Late home garden variety. Extra large, heart-shaped; few seeds, mild flavor, choice for salads......75 2.10

**Penn State Earliana.** Extra early, large size, smooth. Rich scarlet color; mild and solid—good producer......50 1.40

**Ponderosa.** Valuable for home use. Extremely large; purplish pink, with few seeds, mild flavor. 85 days......45 1.40 5.00

**Pritchard.** (Scarlet Topper). Fine all-round variety—heavy yielder; second early; wilt-resistant; fruit solid......40 1.20 4.00

**Rutgers Certified.** Second early variety. Desirable for market gardeners; bright red, smooth, thick walls—firm and mild......45 1.25 4.75

**Stone.** 85 days. Valuable for market and canning; heavy producer; deep scarlet......25 .80 2.90

**Yellow Plum.** Oval plum-shaped fruit used for preserves......50 1.50

**Yellow Pear.** Similar to above......50 1.50

**Yellow Husk or Ground Cherry.** (Not a true Tomato; sometimes called Strawberry Tomato)......45 1.35

**TURNIP, Purple-Top White Globe......10 .20 .50**

## To Further Help You

Geo. J., Geo. Jr., and Vic have burnt a lot of midnight oil bringing the benefit of our years of greenhouse experience to you thru our "big four" publications.

### GROWER TALKS (Monthly)

By Geo. J. Ball and others

Our monthly medium for suggesting timely sowing of seasonal crops, along with practical suggestions for growing them on. Also includes notes of general Floricultural value as noted by the editor and his staff.

Monthly 30c per yr. 2 yrs. 50c.

### BALL RED BOOK— 5th Edition

By Geo. J. Ball

Exactly 50 yrs. growing experience with miscellaneous crops is gathered into this paper bound booklet. Two hundred and twenty five subjects are treated in this new edition. We gladly mail it to our customers for the cost of printing and mailing which is 30c.

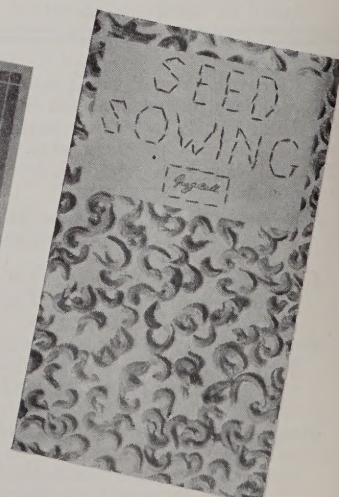
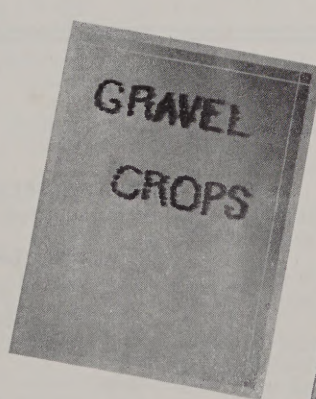
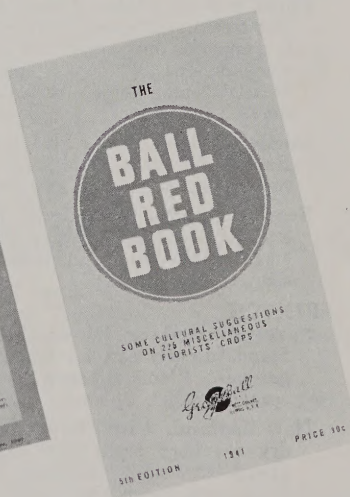
### GRAVEL CROPS Vic (2nd Edition—ready Feb. 1941)

Encouraging experience predicts widespread future use of soilless culture. Practical directions including construction details, solutions, etc. are boiled down. Also, sub-irrigation of both pot plants and bench crops is treated. Still another chapter presents pointers on greenhouse soil testing. Price, 10c.

### SEED SOWING

By Geo. J. Ball and Geo. Jr.

All practical phases of this popular subject are fully gone over in this booklet. Added to it is a complete table giving the number of seeds per given weight, time and temperature required for germination and longevity of 400 varieties of Florist Flower Seeds. Sent gratis with any order.





# Folks Behind the Scenes at Ball's



## NOVELTY SHOP

That's what PHIL JONES, our plant breeder, calls it. Okla. State training and 6 years both here and in Calif. seed fields fit him well for producing our novelties, especially our Non Branching Stocks.



## PLANT MAN

Old stuff to CHARLEY NEWBOLD, veteran trader in the plant line. He's now busy applying his lifetime experience toward a line of "All the best" in plants to match our seeds. Pet pastime: story telling.



## SEED BUYER

Meet GEO. BALL, JR. U. of Ill. trained and thoroly grounded in trial ground work, he's well fitted for the vexing task of keeping up supplies of some 1500 items. His pet peeve: the German blockade.

**WE'D** like you to know the men behind each of these important posts in our organization. You'll find each one competent and anxious to do his bit toward our goal of fine seeds and service.



## BALANCE WHEEL

50 years in the Florist business!—that's the record of our big boss, GEO. J. Sr., whose first greenhouse experience was in small flue heated greenhouses near Cincinnati, Ohio. Today, he keeps a close eye on all interests at West Chicago. Hobbies: traveling, lecturing, and scribbling.



## GROWERS' SERVICE

Meet Vic Ball (Joe to his friends!). Altho keenly interested in the seed business and especially writing, Vic enjoys most talking greenhouse management and his special pet hobby, gravel culture (and flying).



## CATALOGS and the Like

keep FRANK BALZHSER busy. Started type setting at 14, he's well grounded in advertising—makes this end of our service helpful and attractive. Pet project: getting "GROWER TALKS" out on time.



## GROWER

Don't let 'em fool you, HERB BUHR is the grower at Ball's. He's been manager of our 100,000 ft. range since it was built, and with us since knee-pant days. His pet: that new Iron Fireman Stoker.



## YOUR ORDERS

—are personally inspected by the "Boss" before filling and LLOYD GODINC (above) for variety suggestions and trials. Lloyd is a U. of Ill. graduate and a life-long grower of flowers.





TOPAZ QUEEN from a Kodachrome photo.

*Geo. J. Ball*  
INC.  
WEST CHICAGO  
ILLINOIS

### *Topaz Queen*

Brilliant scarlet rose Petunia is under bedding conditions, the brightest color in the Hybrids. Semi-dwarf, extra strong grower. It will flourish under our most trying summers. See page 2.

*"Flower Seeds for Florists"*